CUSTOMER LIFECYCLE MAP™
CREATED BY EDWIN KORVER • VERSION 3.60

**ROUNDMAP™** is an integrated business framework designed to drive sustained growth by creating and delivering meaningful products and unsurpassable experiences to forge long-lasting customer relationships.

To execute on a customer-driven value strategy successfully, not just to passable experiences to forge long-lasting customer relationships.

Research suggests that customers are increasingly attracted to, likely to engage with, and loyal to purposeful brands. By meeting stronger appeal, personal and in-depth experiences, and enduring emotional resonance, brands can raise their significance to the eye of the customer.

Every business has a social responsibility to society, to nature, and our planet. A brand that aims to achieve unrestrained growth lacks fundamental morality. Strength isn’t measured by the ability to cause harm.

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**FOR MORE INFORMATION**
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