



CONTINUOUS REVENUE ENGINE™

ROUNDMAP™ Customer Dynamics Lifecycle inspires firms to share deep customer insights horizontally and take full advantage of the digital age to offer products and services customers expect and come back for.

To execute a strategy successfully and 'wow' customers in the process, brands must have a complete view of every customer who interacts with their brand. The winners are those that master the art of sense-making from collected transactional, behavior, and intent data across touchpoints.

While clever experience design is known to drive customer loyalty, loyalty isn't something that happens overnight. To prosper, brands should foster customer relationships over time and in every interaction.

Successful brands offer seamless experiences throughout the customer lifecycle and align the voice of the brand with the voice of the customer (their expectations, preferences, and aversions) across relevant channels.

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

Research by Gartner (Q4, 2021) on strategic business priorities for 2022 shows that CEOs prioritize: Digital Tech Initiatives (-12%), Workforce (+86%), ESG (+100%), Growth (+24%), and Risk Mgt (+214%). Profit is no longer the main priority.

| RED OCEAN | BLUE OCEAN™ |
|-------------------|------------------|
| R Rivalry | Rationale |
| O Objectives | Opportunities |
| U Uniqueness | Uncharted Waters |
| N Needs | Narratives |
| D Differentiation | Design Thinking |
| M Measure | Modify |
| A Adopt | Adapt |
| P Push | Pull |

- » Cost to acquire a customer versus the cost of retaining a customer is five-to-one or even higher.
- » 68% of customers leave a brand because they perceive that it is indifferent to their needs.
- » Returning, loyal customers spend on average 67% more than acquired new customers.
- » 86% of buyers will pay up to 20% more for a better customer experience (CX).
- » 88% of global citizens will be more loyal to companies that support social issues (Cone, 2015).
- » 21% of employees are estimated to be an employee advocate (Weber Shandwick & KRC Research).
- » Companies with engaged employees and customers are 3.4 times more financially effective (Human Sigma).

ROUNDMAP™ CERTIFIED PROFESSIONAL



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ROUNDMAP™ CERTIFIED PROFESSIONALS ASSOCIATION



FOR MORE INFORMATION: ROUNDMAP.COM

| POSITIONING | MARKETING | JOB-TO-BE-DONE |
|----------------|-----------|------------------|
| PURPOSE (WHY) | SALES | NEEDS (EXPLICIT) |
| PROMISE (HOW) | SERVICE | WANTS (IMPLICIT) |
| PROPOSE (WHAT) | SUCCESS | DREAMS (TACIT) |