

**INTRODUCTION**

**ROUNDMAP™ is a 360-degree cross-silo mapping system of the customer lifecycle and a customer-focused strategy execution framework, enabling brands to optimize the performance of the entire front office operation.**

To be able to successfully execute on a customer value strategy, not just to satisfy shareholders but to wow all stakeholders, brands need to have a complete view of every customer who interacts with their brand and collect transactional, behavior and intent data on all touchpoints.

Although an excellent customer experience is a crucial factor in customer loyalty, it isn't something that happens overnight. To prosper brands should foster customer relationships over time and in every interaction.

A brand should offer a seamless experience throughout the customer lifecycle, aligning the (voice of the) brand with the voice of the customer, i.e., their expectations, preferences, and aversions - across all channels.

Customers are increasingly attracted to, engaged with, and loyal to brands that are purposeful. These dynamics help improve the profitability of purpose-driven brands by creating stronger appeal, more vibrant and more in-depth experiences, and enduring emotional resonance.

**PS. Every business has a social responsibility to society, to nature and our planet. A brand that aims to achieve unbridled growth lacks fundamental morality. Growth without health is not sustaining. Aim to thrive!**

RED OCEAN	BLUE OCEAN™
R Raison d'être	Rationale
O Objectives	Opportunities
U Umwelt	Uncharted Waters
N Needs Assessment	Navigational Plan
D Differentiation	Discovery
M Measure Marketing	Measure P/M Fit
A Adoption Rate	Adaptation Rate
P Push Strategy	Pull Strategy

<sup>1</sup> Tracy & Wiersema: "The Disciplines of Market Leaders" (1996)  
<sup>2</sup> Porter & Kramer: "Strategy and Society" (HBR, 2006)  
 and "Creating Shared Value" (HBR, 2011)  
<sup>3</sup> Mintzberg: "The Case for Corporate Social Responsibility" (Journal of Business Strategy, 1983)  
<sup>4</sup> Edwin Korver: "The Case for Stakeholder Equity" (iCity, 2017)  
<sup>5</sup> Edwin Korver: "The Rise of Two New Business Models" (iCity, 2017)  
<sup>6</sup> Edwin Korver: "The Fourth Value Discipline" (iCity, 2018)  
<sup>7</sup> Steve Blank's Lean Customer Development Method (2009)  
<sup>8</sup> Kate Raworth: "Doughnut Economics" (2017)  
<sup>9</sup> W. Chan Kim & Renée Mauborgne: "Blue Ocean Strategy" (2005)

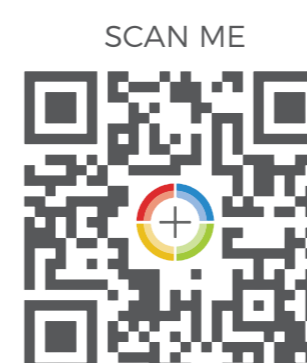
- ☑ Cost to acquire a customer versus the cost of retaining a customer is five-to-one or even higher.
- ☑ 68% of customers leave a brand because they perceive that it is indifferent to their needs.
- ☑ Returning, loyal customers spend on average 67% more than acquired new customers.
- ☑ 86% of buyers 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 engaged customers are 3.4 times more financially effective.

**ROUNDMAP™ CERTIFIED MASTER**



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**FOR MORE INFORMATION: ROUNDMAP.COM**

POSITIONING	MARKETING (BRAND)	PERSONAS
PURPOSE (WHY)	SALES (TRUST)	NEEDS (EXPLICIT)
PROMISE (HOW)	DELIVERY (SERVE)	WANTS (IMPLICIT)
PROPOSE (WHAT)	SUCCESS (WIN/WIN)	DREAMS (TACIT)