ROUNDMAP CUSTOMER CAROUSEL™

CREATED BY EDWIN KORVER - VERSION 3.60

ROUNDMAP™

SUSTAINING INNOVATION

GROWTH-BASED BUSINESS MODELS AT SCALE

| BUSINESS MODEL |
| VALUE POSITION |
| CUSTOMER LIFECYCLE |

PRODUCT CENTRICITY
PRODUCT LEADERSHIP

CUSTOMER EXPANSION (UPSELL) — www.BOIP.int • I-DEPOT 094029 (v3), 095482 (v3.1) · 103610 (v3.2) · 105496 (v3.3) · 106619 (v3.4) · 110465 (v3.5) · 115384 (v3.6) · Trademark 1354681

LEAD GENERATION (INITIATION)

ADAPTATION | PIVOT/DISCOVERY⁴
"All advocacy is, at its core, an exercise in empathy." – Samantha Parent, author and alumnus

ADVOCACY
Driven by shared beliefs and experiences worth endorsing

REPEAT

ATTRACTION
It's not about the product you sell but about the story you tell

EMPATHY

ATTENTION
Driven by purposeful, remarkable & shareable content

ULTIMATE Moment of Truth
LOYALTY
CONVICTION

RESONANCE
ZERO Moment of Truth

SIGNIFICANCE
Assigned meaning or perception of future value

PURPOSE
What 'job' do you help achieve?

AWARENESS
A low moment, relating to preconception or preattainment

DRIVES

HAPPINESS
Driven by an admiration for customer attention and equality

PROMISE
What's your pledge and why you?

INTEREST
Driven by concepts and details that drive passion

COMPASSION

PREFER
What makes them return or refer?

1 — EXTENSION
2 — ACQUISITION

RELEVANCE

SATISFACTION
Appreciation for meeting expectations

PLEASE
What surpasses expectations?

SUCCESS
NETWORK EQUITY · PRODUCT EQUITY
MARKETING
RETENTION · RESOURCE EQUITY · CUSTOMER EQUITY · SALES
DELIVERY
CREATION

PROPOSE
What is your value proposition?

CONSIDERATION
Choice based on personal screening criteria

VALIDATE

HONOR
Driven by the urge to secure the investment

PROVIDE
What makes service remarkable?

PERSUADE
What creates trust and urgency?

DESIRE | DECISION
Driven by the want or will to purchase from you

INTENT

DISSONANCE

EXPERIENCE
Exposure to the promises, values and beliefs

PURCHASE
What makes buying convenient?

SECOND Moment of Truth

CONFIDENCE
Overcoming bias, friction, fear, uncertainty, doubt and reluctance

JUSTIFY

EXCHANGE
The commitment to buy perceived value at a cost

FIRST Moment of Truth

ANTICIPATION
Driven by the will of obtaining the perceived value

GRATIFY
CONFIRM
AFFIRM

ACTION
Driven by trust, urgency, likability, consistency and/or incentives

Not all customers are created equal, neither are their experiences.

ONBOARDING | CREATION⁴
HANDOVER

LEAD CONVERSION (CALL-TO-ACTION)

DISRUPTIVE INNOVATION

DEPTH-BASED BUSINESS MODELS AT SCOPE

CUSTOMER CENTRICITY
CUSTOMER INTIMACY

THE ULTIMATE LEVEL OF TRUTH™

ROUNDMAP™ is a universal business framework designed to drive sustainable growth by creating and delivering meaningful products and personalized experiences to forge long-lasting customer relationships.

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.

While smart 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.

Therefore, a brand should 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 all channels.

Research suggests that customers are increasingly attracted to, engaged with, and loyal to purposeful brands. The significance of purpose-driven brands can be improved by creating stronger appeal, more vibrant and more in-depth experiences, and enduring emotional resonance.

Every business has a social responsibility to society, to nature and to our planet. A brand that aims to achieve unrestrained growth lacks fundamental morality. We believe growth is good, provided no harm is done.

	RED OCEAN	BLUE OCEAN⁶
R	Rivalry	Rationale
O	Objectives	Opportunities
U	Uniqueness	Uncharted Waters
N	Needs	Narrative
D	Differentiation	Development
M	Measure	Modify
A	Adapt	Adapt
P	Push	Pull

- Treacy & Wiersema: "The Disciplines of Market Leaders" (1996)
- Porter & Kramer: "Strategy and Society" (HBR, 2006) and "Creating Shared Value" (HBR, 2011)
- Mintzberg: "The Case for Corporate Social Responsibility" (Journal of Business Strategy, 1983)
- Edwin Korver: "The Case for Stakeholder EQuitability" (iCity, 2017)
- Edwin Korver: "The Rise of Two New Business Models" (iCity, 2017)
- Edwin Korver: "The Fourth Value Discipline" (iCity, 2018)
- Steve Blank's Lean Customer Development Method (2009)
- Kate Raworth: "Doughnut Economics" (2017)
- 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 PROFESSIONAL

CROSS SILO™
ASSOCIATES

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ROUNDMAP™ CERTIFIED PROFESSIONALS ASSOCIATION

RCPA

FOR MORE INFORMATION: ROUNDMAP.COM

POSITIONING	EXPERIENCES	PERSONAS
PURPOSE (WHY)	MARKETING (NUDGE)	NEEDS (EXPLICIT)
PROMISE (HOW)	SALES (PERSUADE)	WANTS (IMPLICIT)
PROPOSE (WHAT)	DELIVERY (SATISFY)	DREAMS (TACIT)
	SUCCESS (FOSTER)	

NARRATIVES