Customer journey and expectations

Customer Perceived Value

Exceeds expectations

Meets expectations

Does not meet expectations

Strategic Planning

I feel that this company understands my company and our future vision.

Demand Generation

I feel validated that companies in my peer group are encountering similar challenges and that this company has helped them solve their challenges.

Pursuit of Opportunities

I understand this company's portfolio and the value that they will provide to meet my needs.

I understand timelines of doing business with this company.

I do not feel overwhelmed with information.

I feel that this company ties my success to their success when we co-develop my solution.

I feel that I have been listened to my full set of challenges and this company has brought expertise in developing an end-to-end solution

I feel that the sales cycle time was appropriate for the perceived simplicity of my deal.

Customer Success

I know what to expect in terms of implementation and know who to reach out to with questions and future support needs.

I understand my bill and feel it is accurate.

I feel valued when this company is responsive to my support needs.

I feel at ease knowing that I will be able to continue business with this company rather than searching for a competitor to meet my needs.

I find value in this company sharing relevant industry insights to help me be more proactive to disruptions.

"Mary Manufacturer"
Mary is a VP of operations of a leading manufacturer focused on providing the highest quality experience and service to customers that is consistent across the organization.



Legend

Today's customer perception

Tomorrow's perception

ILLUSTRATIVE EXAMPLE