

Turning Customers into Cheerleaders

Facilitated by Daniel Garcia



CUSTOMER JOURNEY FRAMEWORK

MARKETING

CUSTOMER SERVICE

RETENTION

DECIDE

Customer decides to purchase from you.

EXPERIENCE

First significant interaction with your product.

ACHIEVE

Achieves the result that they were hoping for.

CHEERLEADER

Satisfied customers start advocating for your brand, referring others and sharing their positive experience.

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DISCOVER

Customer first aware of your business.

WELCOME

Customer needs reassurance after purchasing.

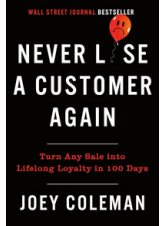
LEARN

Learning how to use your product effectively.

ROUTINE

Product becomes part of their routine.

Adapted from:



ROUTINE

Task: Reflect on how your product or service becomes a regular part of your customers' lives.

Questions to Consider:

- How do you maintain ongoing engagement with your customers?
- What methods do you use to ensure consistent quality and service?

Action: List three strategies to improve the Routine phase.

Examples: Send regular usage tips, provide exclusive content for long-term customers, start a loyalty program.

CHEERLEADER

Task: Think about how you encourage customers to become cheerleaders for your brand.

Questions to Consider:

- How do you encourage referrals and positive word-of-mouth?
- What platforms do you provide for customers to share their experiences?

Action: List three initiatives to enhance the Cheerleader phase.

Examples: Create a referral program, showcase customer testimonials, engage with advocates on social media.

NEXT STEPS

Now that we've journeyed with our customers through their entire experience, let's use the insights to design better experiences.

NEXT STEPS		
1 TOPIC	2 SUMMARY	3 ACTION
Principles	Trust & Reliability Customer Engagement Emotional Connection	Use these principles to complete the worksheets.
Marketing	Discover Decide Welcome	Complete the remaining 2 phases.
Customer Service	Experience Learn Achieve	Complete the remaining 2 phases.
Retention	Routine Cheerleader	Refine 1 of your ideas and implement it in your business.

THANK YOU

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- Additional Resources in QR link



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