

CX VISION: FRAMEWORK

THE JOURNEY FROM CUSTOMER SATISFACTION -> INTENTIONAL EXPERIENCES

- Intentional Experiences (Connect More)
- Customer Satisfaction (Stress Less)

INTENTIONAL EXPERIENCES

PURPOSEFUL CONNECTIONS
&
EMOTIONAL ATTACHMENT

CUSTOMER SATISFACTION

ELIMINATION OF STRESS & FRICTION

&
REDUCING HIGHER LEVEL EMOTIONS SUCH AS ANGER

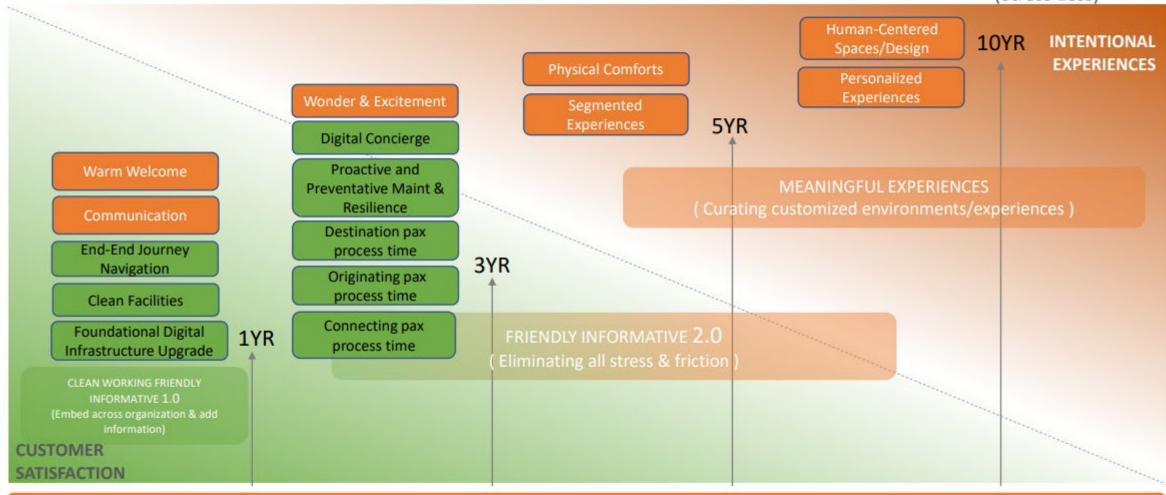
From eliminating all stress and friction for the traveler to creating intentional meaningful experiences

Source: CX Team and Lenz Workshop

CX VISION: PRIORITIES FRAMEWORK

THE PRIORITIES OF EACH STAGE

Intentional Experiences (Connect More)Customer Satisfaction (Stress Less)



Each stage has some key priorities. Above are the starting points of the priorities. These will be common for our entire ecosystem

Source: CX Team and Lenz Workshop