



Customer Experience Pyramid

The exercise aims to help you think about your individual customers' expectations and what constitutes different experiences for them – from useful to enjoyable. Reflect on one of the experiences you create for your 'customers', these could be an internal colleague, a business partner or an external customer. Think about what will be useful to them, what will be easy and what will be enjoyable. Repeat the exercise for today and in 5 years. Let your creativity flow!

Experience I create for my customer(s):

