

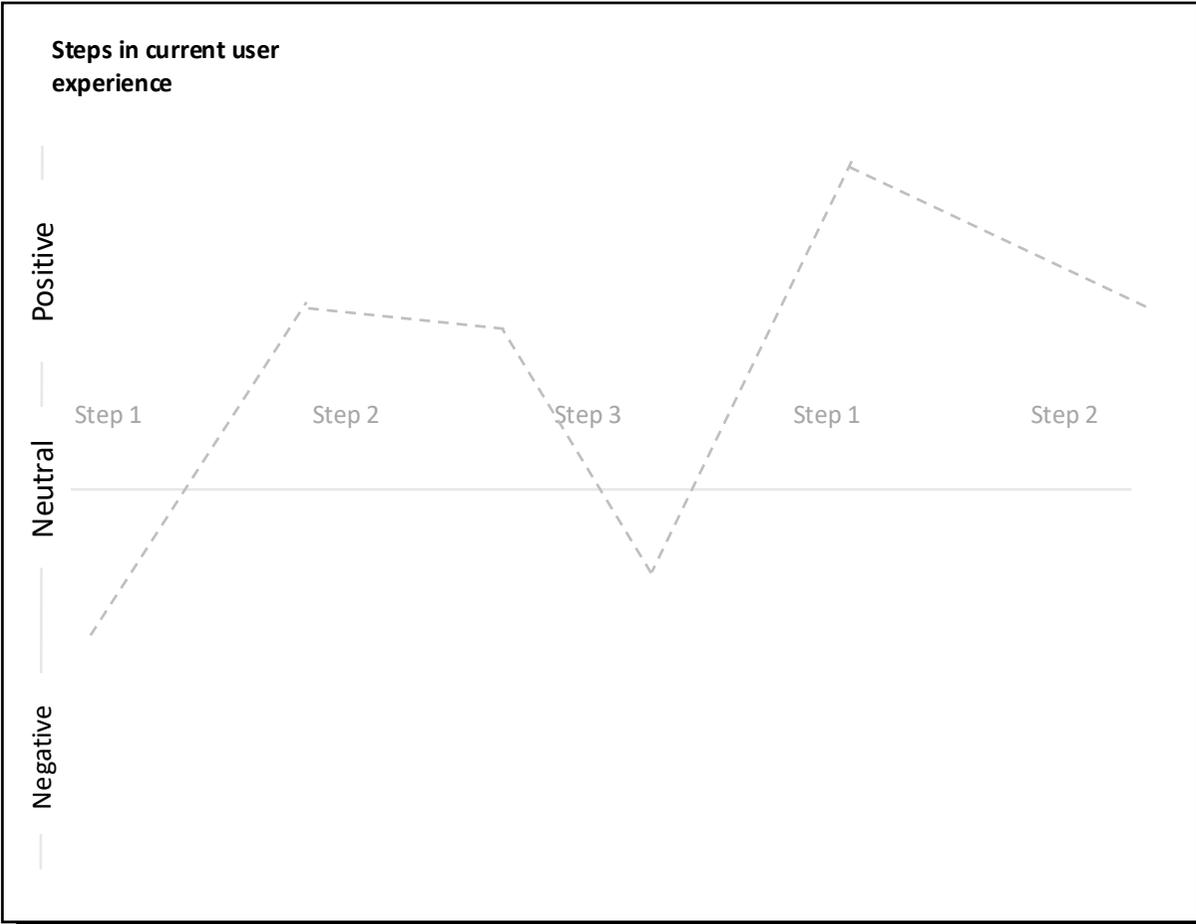


# Customer Experience Pyramid

The exercise aims to help you think about your individual customers' expectations and what constitutes **different levels of customers experiences** for them – from useful to enjoyable. Use one of the experiences you create for your 'customers' (an internal colleague, a business partner or an external customer) or use an experience you had as user.

1. **Think about their current journey.** Indicate how they might experience different key moments (positive, negative or neutral).
2. **Think about improvements,** i.e. what will be useful to them, what will be easy and what will be enjoyable. Also think 3-5 yrs in the future. Be creative!

Experience I create for my customer(s):



**How to further improve the CX**

**Enjoyable**  
Emotionally engaging

**Easy**  
Simple & smooth

**Useful**  
Addresses customer needs