

LOYALTY GROWS — WHEN — VALUE — KEEPS — EVOLVING.

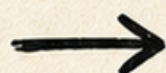


Satisfaction
protects
today.



Evolution
protects
tomorrow.

01 / 05



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REPEATING
THE SAME
VALUE CAN
BECOME
INVISIBLE.



Customer
needs
continue to
change.

EVOLVE VALUE THROUGH:



① **NEW**
OUTCOMES



② **DEEPER**
ADOPTION



③ **LESS**
EFFORT



④ **BETTER**
GUIDANCE



ASK THE EVOLUTION QUESTIONS



1



What value
exists now?

2



What need
is emerging?

3



What could
become easier?

4



What progress
comes next?

LOYALTY NEEDS A NEXT CHAPTER.

How will customer
value evolve next?

MAP THE
EVOLUTION



NEW
OUTCOMES



DEEPER
ADOPTION



LESS
EFFORT



BETTER
GUIDANCE