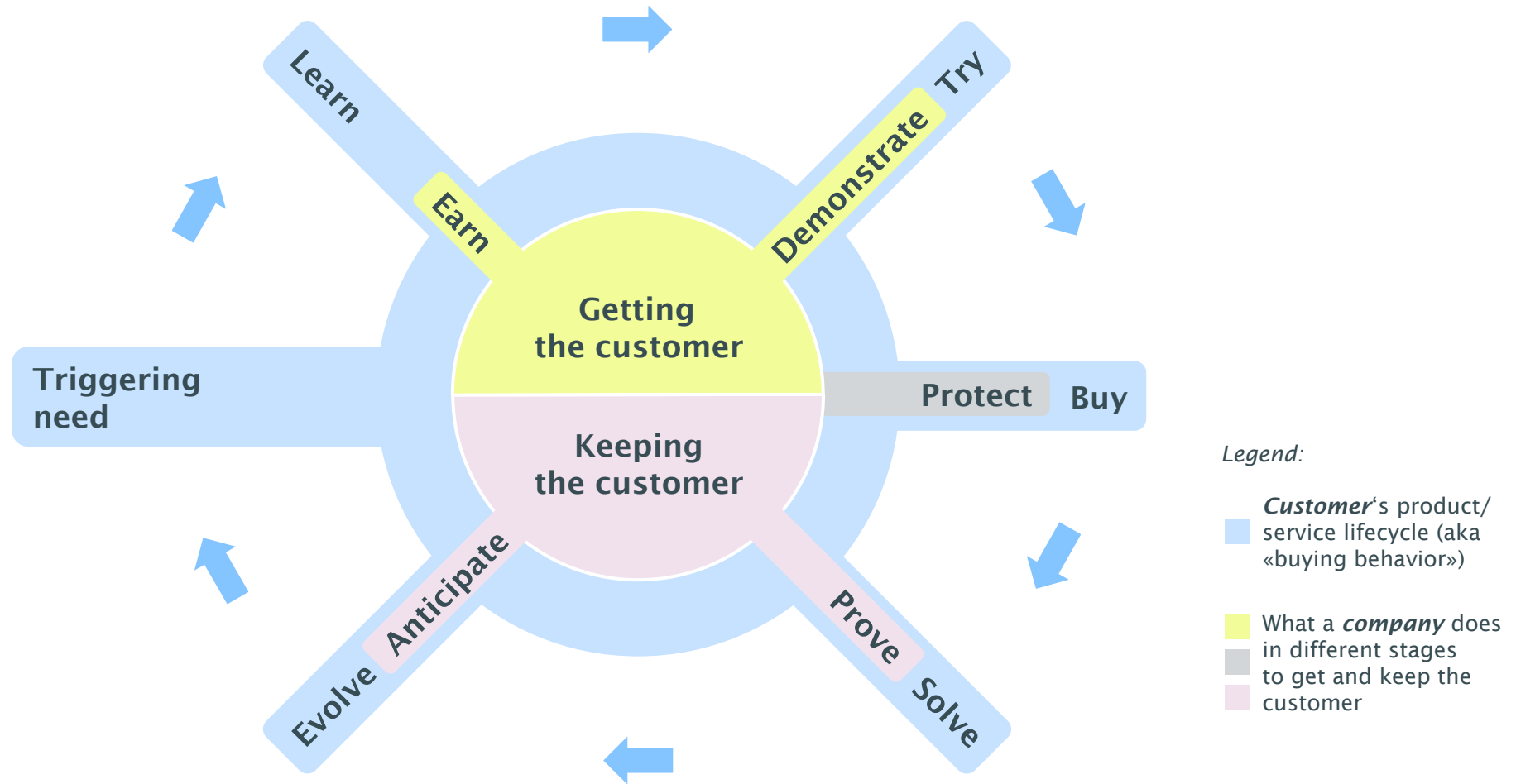


# Customer experience is about thinking through the customer's product/service lifecycle – and align the company accordingly



Getting CX right throughout the cycle increases profitability.

Source: After Ireland, Linda (2009). *Domino - How Customer Experience Can Tip Everything in Your Business Toward Better Financial Performance*. Aveus, Saint Paul, MN.