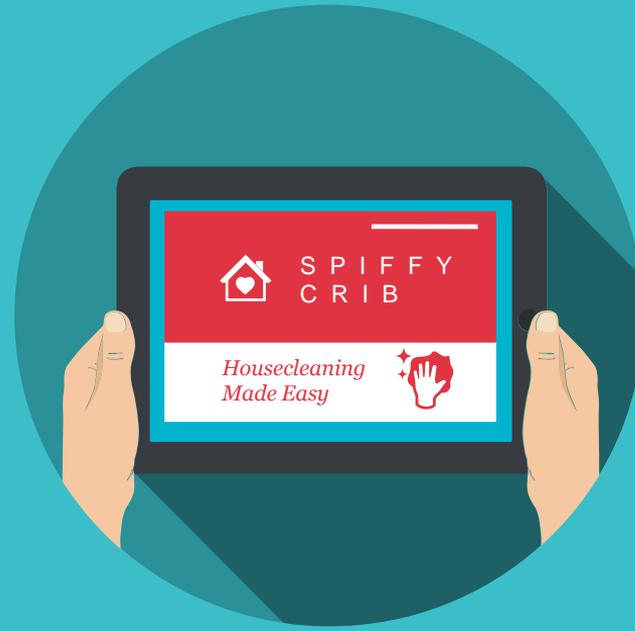


**THUNDER
HEAD**

*This time it's
personal.*

Darren Loveday





Let's follow Darren's journey.





“
*I've just started a new job.
My wife and I are insanely busy.
We have no time,
guests are staying this weekend.*

*We normally clean the house on our own,
but in this case,
we absolutely have to pay for this.*”



The Golden Moment

Thanks to their effective marketing,
Darren signed up as a customer.



The day comes.

The cleaner shows up.



He's so great.

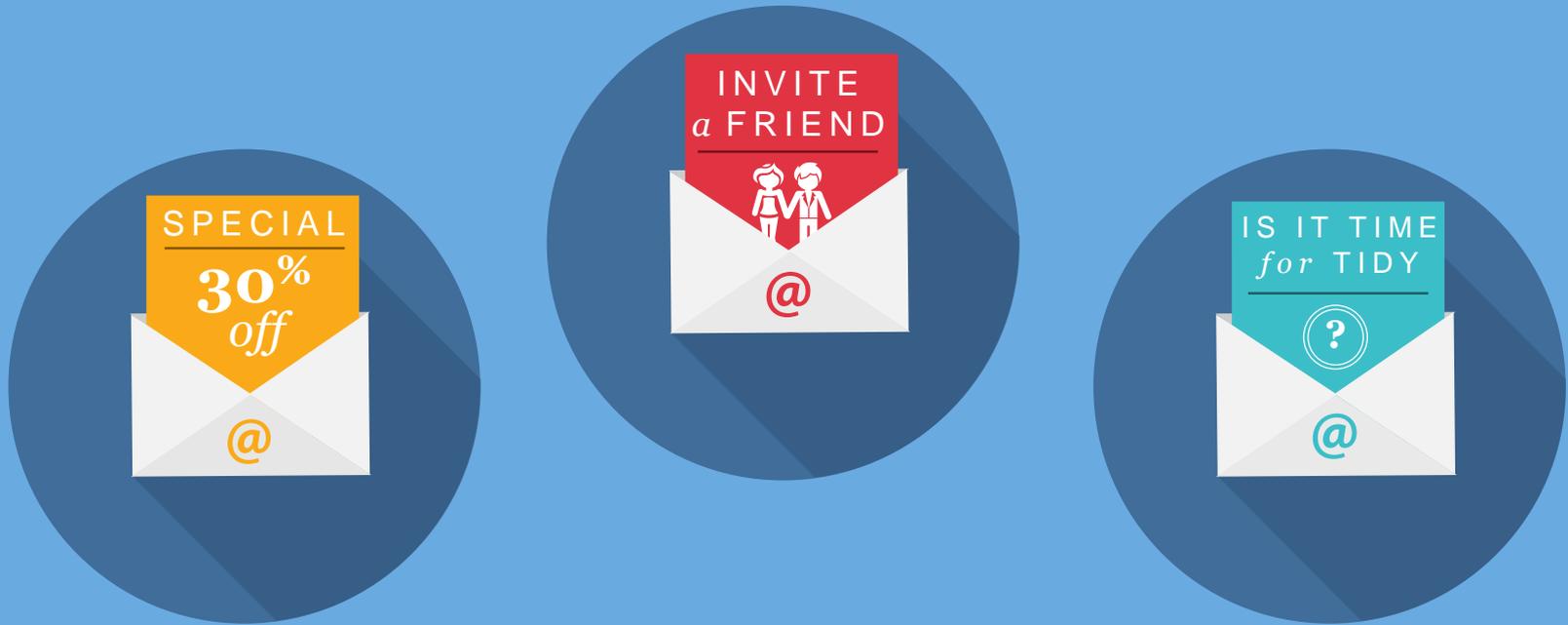
Darren asks him to stay for another hour.



And when he's done, Darren's home looks brand new.



*The company has delivered
on its promise.*



Darren receives regular emails from the company offering discounts, content, & clever marketing messages.

Darren can't apply the
second cleaning on
his account.

*Something's
not in sync.*





Let's pause.

Consider everything that the business knows about Darren at this point:



He joined as a customer, via a Groupon.



He's eager to bring the company back into his house.



He's actively trying to become a loyal customer.



He's had a positive experience — rated the cleaner five-stars.



He's volunteered all of this personal information.

And now
Darren is reaching out to them.

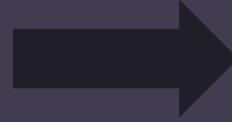
*This is the
make-or-break moment.*

What happened





*Blah Blah Blah
Blah Blah Blah
Blah Blah...*



Eventually, after nearly 10 minutes of arguing,

Darren sends a screenshot of his Groupon coupon to the support agent.

He's put on hold as the agent consults with a manager.



I'm Sorry

YOUR INPUT

“How would you rate the customer support you received from Spiffycrib?”



12 hours later, Darren receives an automated email from their Customer Experience system.

A REMINDER OF WHAT YOUR TICKET WAS ABOUT

Hi **Georgene**

Thank you for contacting us today. My name is Alexander, and I am a SpiffyCrib Happiness Agent.

I am emailing you to confirm that you have booked an appointment for this upcoming Monday. Below, I have included the details for your appointment:

Date: **Monday**, May 18
Time: 1PM
Duration: 3 Hours
Final charge: \$0.00

Please let me know if there's anything else we can do for you, and you can call/text 508-345-1535 at your convenience.

Thank you for choosing SpiffyCrib!

With sparkles,
Alexander

*None of this
information
is accurate.*

“I am not Georgene.”

“I have not confirmed an
appointment on Monday.”





S P I F F Y C R I B

[View in Browser](#)

BOOK NOW

Salute to the Red, White, & Clean

You've got burgers for the grill, a cooler full of ice and cold beverages, and cover is off the pool. There's just one thing missing: a shiny clean house for you and your friends and family. But good news! Spiffycrib is offering \$25 off your next cleaning with promo code **COOLER25** if you sign up now!



BOOK NOW

16 hours later,

*The business
send a cute
marketing email*

“I’m out”!

The business clearly
has a ***campaign
management system.***



The business clearly
has a ***customer
experience system.***





But the business has no customer engagement strategy.



No attention is paid to the journey Darren's taken with the business, and where he is in his personal journey, which is different from everyone else's.



No empathy is shown to his frustration, emotions, or skepticism that the business will turn this around.



And as a result,

*the business
lost a customer*

and will continue to lose more
customers until they understand
where people are in their journey
and engage them properly.

*Every customer interaction is unique.
And customers define their own journeys.*





EMAIL

Email re:
Life Insurance renewal

WEB

Signs up

Darren just wants it now, limited steps in his journey



DM

Direct Mail re:
Life Insurance
acquisition

WEB

Goes online to review
options on web

PDF

Downloads
Brochure

CC

Calls Customer
Service to sign up

Chris follows a more linear or sequential journey



ADVISER

Speaks re:
Life Insurance upsell

SOCIAL

Shares news
on Facebook

PDF

Downloads
Brochure

WEB

Researches
web for reviews

MOBILE

Texts cost info
to his partner

CC

Ask Customer Service
About Costs

Lets friends know
about coverage facts

Decides to do more
research on web

Calls Customer Service
to enroll

Steve follows a more complex, non-linear journey

Engagement is important.

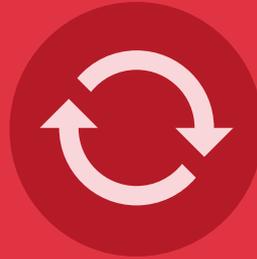
It's the relationship between:



Time



Choice



Value



Knowledge



Trust

Effortless Engagement. Happy Customers.



**THUNDER
HEAD**

Thank you

@_TheThunderhead

