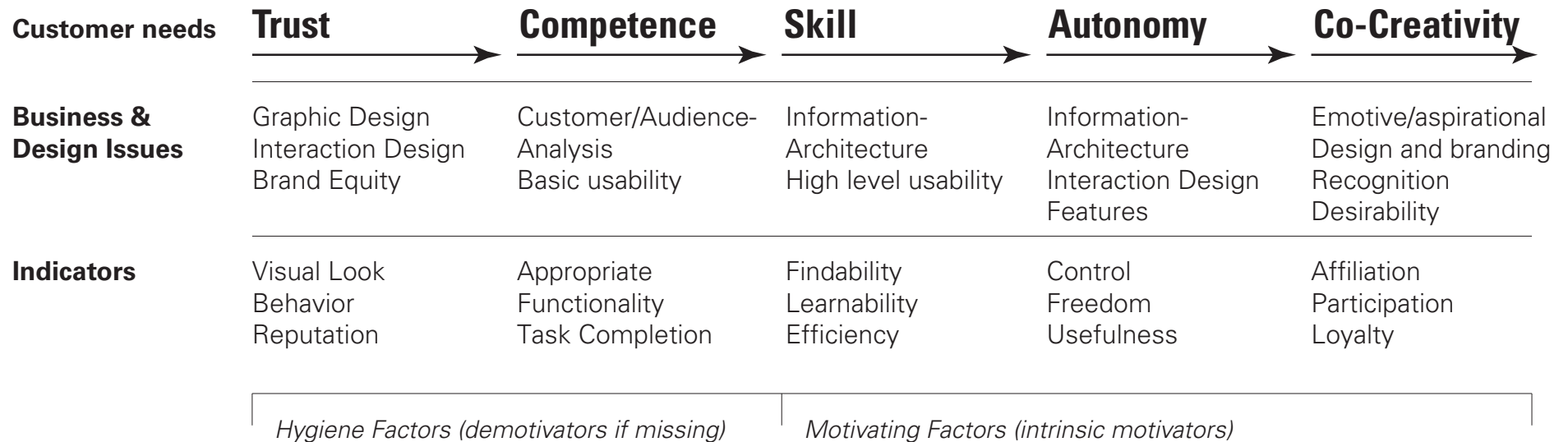


The Customer Experience Hierarchy



This diagram presents the idea that to build deeper, more valuable relationships with customers organizations must enable and support several layers of customer needs. The customer needs have been characterized as Trust, Competence, Skill, Autonomy, and Co-Creativity; each one building on the previous, hence the use of the word "hierarchy". The idea being that until you have enabled trust, and competence it is probably inappropriate to worry about higher level branding issues. We have referred to Trust and Competence as hygiene factors to highlight the idea that these factors don't necessarily deepen a customer relationship but primarily enable it. This diagram also illustrates the multiple disciplines involved in enabling building a holistic customer experience.

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