

# CUSTOMER WHAT?

## A SIMPLE STRATEGY STATEMENT

Layers	Description
<b>Mission</b>	What is the purpose of your business? What does it exist to do?
<b>Vision</b>	How are you going to fulfil your purpose? What will your brand be famous for and why will customers choose you?
<b>Business KPIs</b>	How will you measure success as a business? Where will you outperform your competition?
<b>Experience Strategy</b>	This is all about your customers and what it will feel like to deal with you.  Who are your core customer segments? Given your brand positioning, what does the experience need to be?
<b>Roadmap</b>	What key interactions (Moments of Truth) will you focus on?
<b>Execution</b>	What action are you taking to build those components in the near, medium, and long term?

Extracted from *Customer What? The honest and practical guide to customer experience* by Ian Golding / Chapter 3 – Strategy