

TOMS

Customer Experience Map

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Guiding Hypotheses: Customer Mindset

One for One[®] defines TOMS

TOMS value depends on products, but also includes giving and being part of a larger movement of like minded people

The journey from Brand Awareness to Brand Advocacy is non-linear and doesn't require buying anything

Double down on product (value, quality, style) and what's most meaningful to customers: giving and improving lives

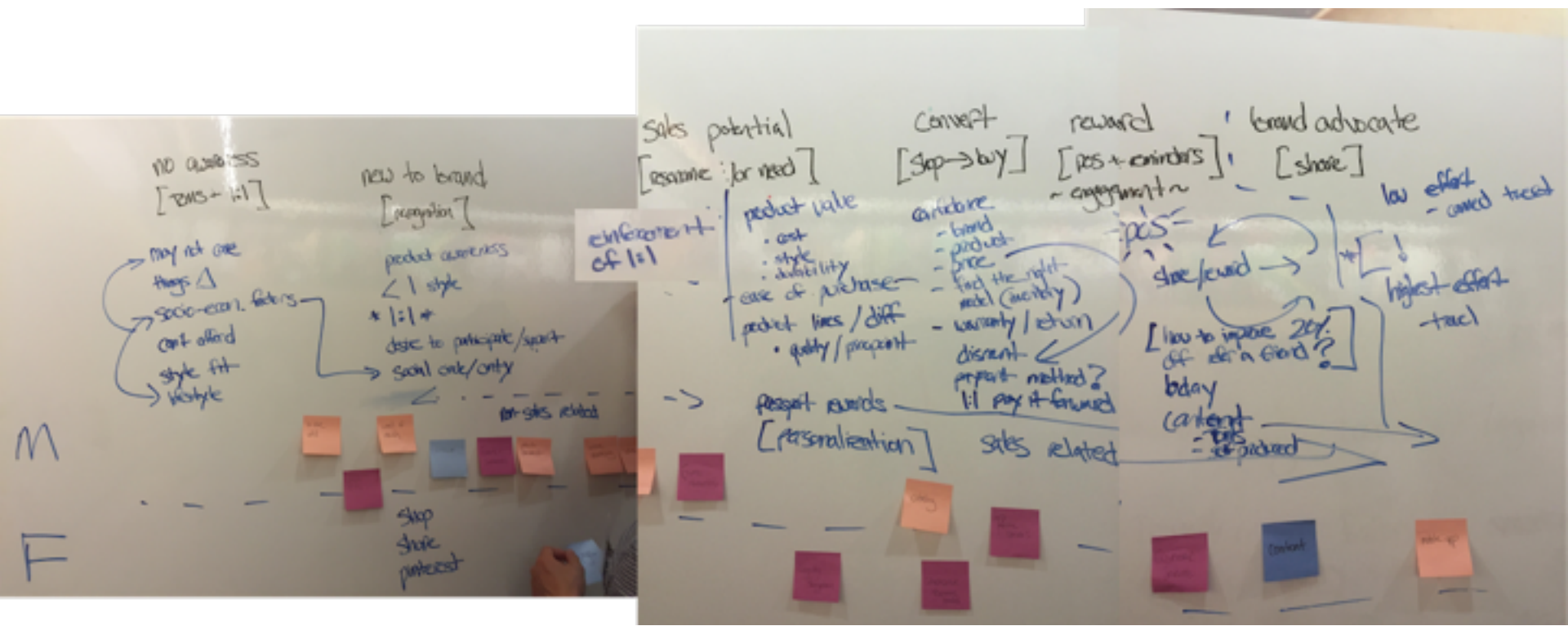
18 Customer Touchpoints

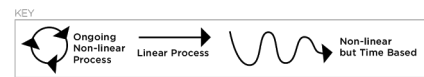


Brand Awareness

Brand Advocacy

Customer Experience Map (Workshop)





Guiding Principles



Customer Journey



DOING	Thinking	Feeling	EXPERIENCE
<p>Living life, observing, talking to friends, using social media</p> <p>Product awareness</p> <p>Conscious consumer</p> <p>Evaluating need</p> <p>Evaluating resonance</p> <p>Shopping: on line or in person</p> <p>Point of Sale</p> <p>Share TOMS</p> <p>Explore other product lines</p> <p>Reminders</p> <p>Explore TOMS content and events</p> <p>Live TOMS lifestyle</p> <p>Talk with Friends</p> <p>Public Relations</p> <p>In the Wild</p> <p>Social Media</p> <p>Events</p> <p>Product Placement</p> <p>Campaigns</p> <p>Email Marketing</p> <p>Passport Rewards</p> <p>Content</p> <p>TOMS Mobile App</p> <p>Customer Service</p> <p>Discounts</p> <p>Talk with Friends and Tribe</p> <p>Giving Travel</p> <p>Social Media</p> <p>Events</p>	<p>Shopping means "just buying stuff"</p> <p>I can't afford expensive shoes</p> <p>I shop in places TOMS is not (<i>inferred</i>)</p> <p>What I buy matters</p> <p>I've seen/heard of TOMS before</p> <p>TOMS is only shoes</p> <p>I don't need new shoes yet, but next time I do, I'll consider TOMS</p> <p>What are all these other product lines?</p> <p>Ease of purchase</p> <p>Warranty/return process?</p> <p>Price: discount or incentive?</p> <p>Updates and discounts are helpful</p> <p>TOMS content is compelling to me</p> <p>Other product lines = giving</p> <p>I want to explore other styles/products</p> <p>Need new shoes? Check TOMS</p> <p>Giving and CSR matter to me</p>	<p>I like shoes that are sporty (or sexy)</p> <p>I wish I could afford more stylish shoes</p> <p>My style reflects me and where I'm from</p> <p>One for One is a great idea</p> <p>I'd like to support or participate</p> <p>My identity/community matches TOMS</p> <p>I resonate so strongly with TOMS that I don't care if I need shoes</p> <p>Giving is important to me and makes me feel good</p> <p>Brand confidence</p> <p>I'm thrilled to get shoes and give</p> <p>It's unclear how my purchase today helps</p> <p>One for One turns shopping into giving</p> <p>TOMS is friendly and helpful</p> <p>Birthday present? Thanks TOMS!</p> <p>TOMS is part of my lifestyle</p> <p>I am part of a community and movement</p> <p>I tell my friends about TOMS</p>	<p>Personal</p> <p>Memorable</p> <p>Satisfying</p> <p>Brand</p> <p>Product</p> <p>Company</p> <p>Ease</p> <p>Loyalty and Confidence inspiring</p> <p>Overall Satisfaction</p> <p>Enjoyability</p> <p>Relevance</p> <p>Helpfulness</p> <p>Meaningful</p> <p>Reusable</p> <p>Convenient</p>

Lens

Journey Model

Qualitative Insights

Quantitative Information

Opportunities

GLOBAL	EXPAND THE REACH OF TOMS	REWARD & ENCOURAGE LOYALTY
<p>The Tribe: local to global collaboration and dialog</p> <p>Listen and adapt to customer feedback</p> <p>Resonance can outweigh need</p>	<p>Curation and content strategy</p> <p>Support a range of advocacy activities</p> <p>Virtual travel and travel</p>	<p>Pay It Forward</p> <p>Passport Rewards</p>
<p>Unified brand experience</p> <p>TOMS as a movement and community</p> <p>Recycle shoes</p>	<p>Real world interactions and impact</p> <p>Reduce confusion around new product lines and how giving works for sight, water, birth kits.</p>	<p>Sustainability matters to TOMS customers</p>

Takeaways

Guiding Principles

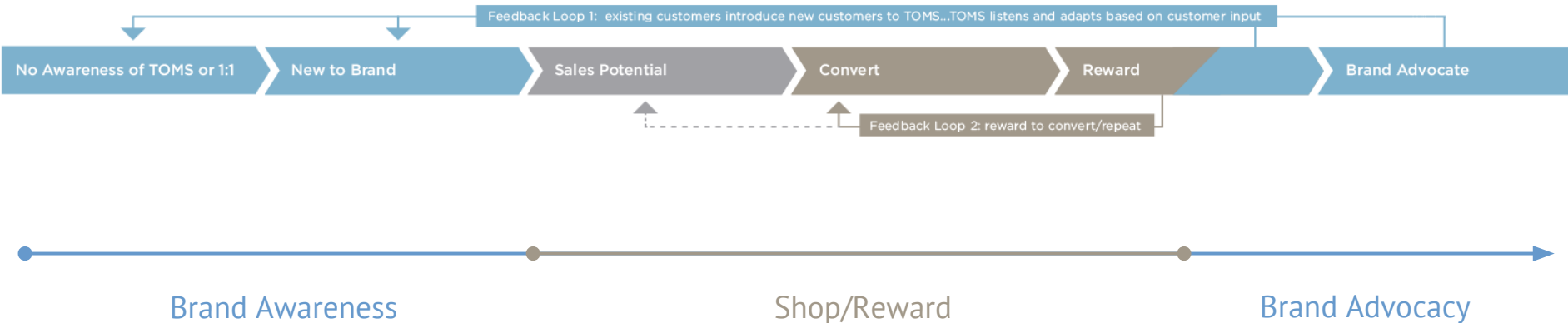
How to re-ignite the TOMS brand?

Integrate Channels to improve the Customer Experience

Accelerate progress from Brand Awareness to
Brand Advocacy

Reduce customer confusion around Products

Stages of the Customer Journey



Brand Aware to Advocate Loop

Feedback Loop 1: existing customers introduce new customers to TOMS...TOMS listens and adapts based on customer input

No Awareness of TOMS or 1:1

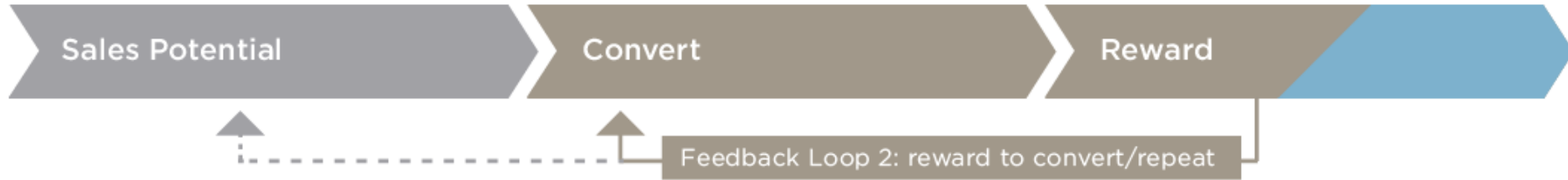
New to Brand

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Reward

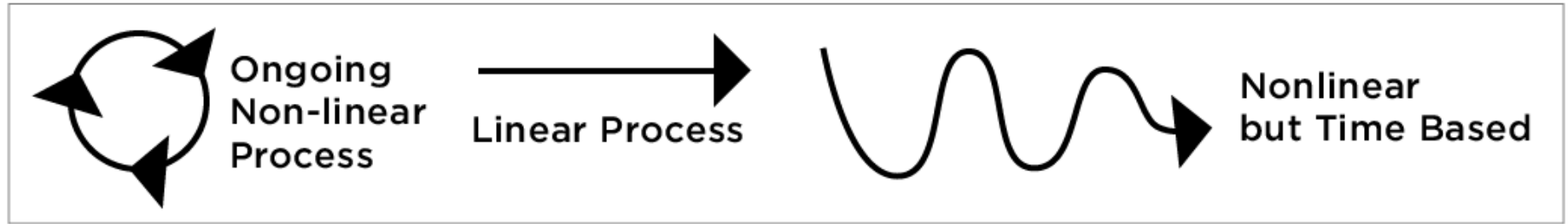
Brand Advocate

Shop/Reward Loop



Linear, Nonlinear and Time Based Processes

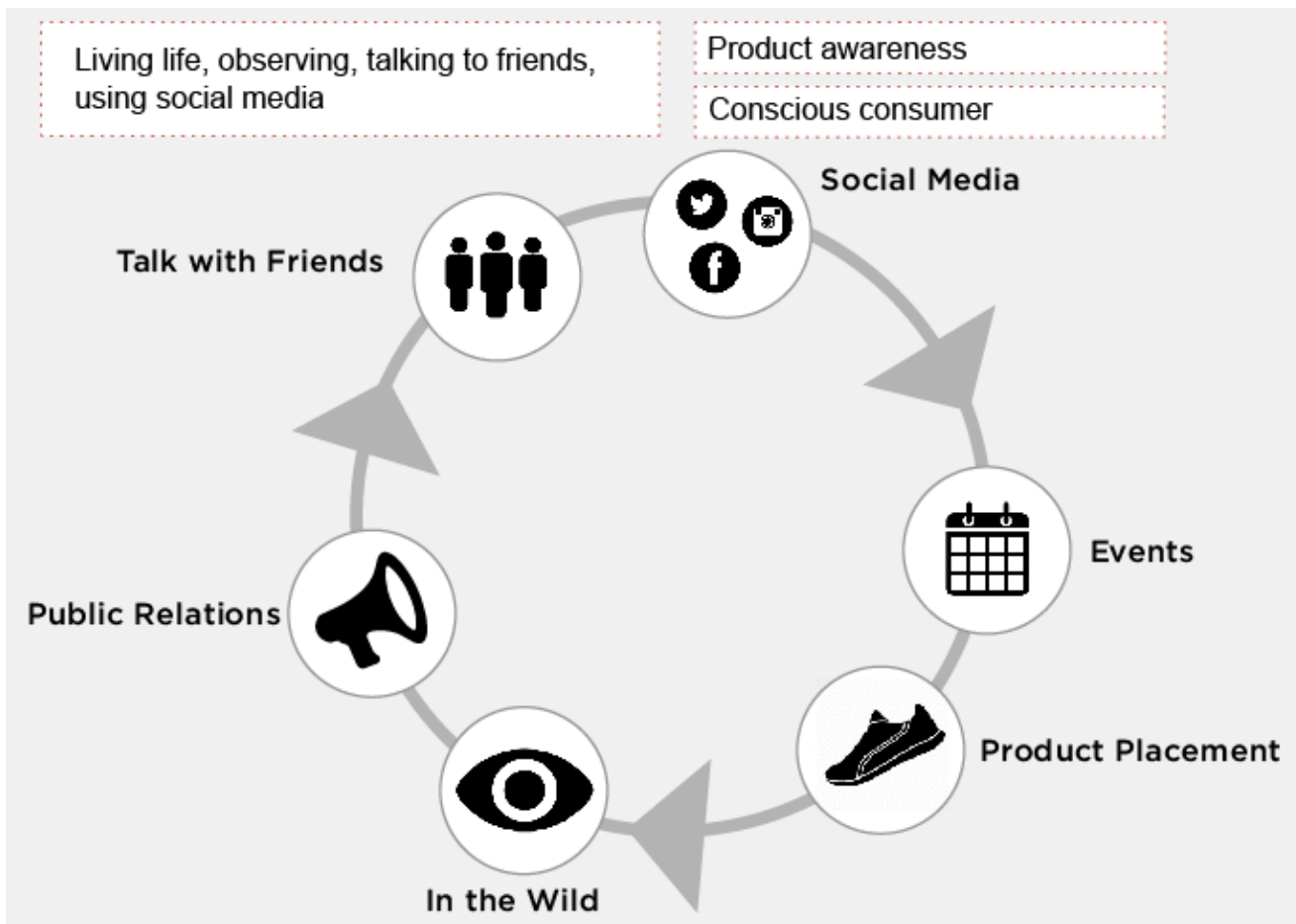
KEY



Journey Model

No Awareness of TOMS or 1:1

New to Brand



Qualitative Insights

No Awareness of TOMS or 1:1

New to Brand

THINKING

- 💡 Shopping means “just buying stuff”
- 💡 I can’t afford expensive shoes
- 💡 I shop in places TOMS is not (*inferred*)

FEELING

- ♥ I like shoes that are sporty (or sexy)
- ♥ I wish I could afford more stylish shoes
- ♥ My style reflects me and where I’m from

Journey Model

Sales Potential



Qualitative Insights

THINKING

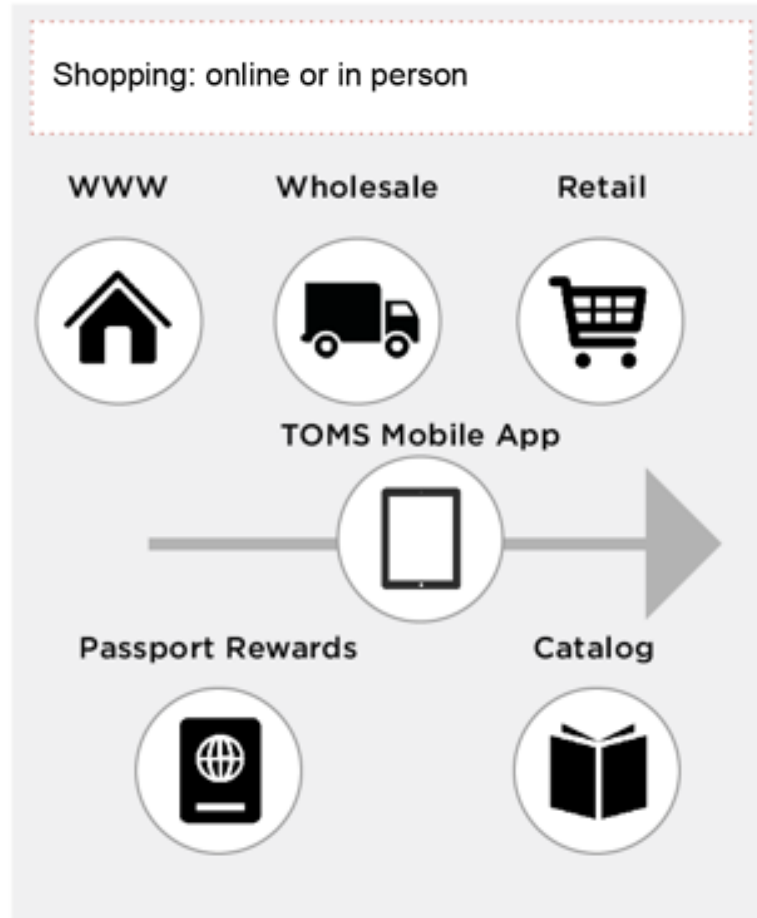
- 💡 I don't need new shoes yet, but next time I do, I'll consider TOMS
- 💡 What are all these other product lines?

FEELING

- ♥ I resonate so strongly with TOMS that I don't care if I need shoes
- ♥ Giving is important to me and makes me feel good

Journey Model

Convert



Qualitative Insights

Convert

THINKING

- 💡 Ease of purchase
- 💡 Warranty/return process?
- 💡 Price: discount or incentive?

FEELING

- ♥ Brand confidence
- ♥ I'm thrilled to get shoes and give
- ♥ It's unclear how my purchase today helps

Journey Model

Reward

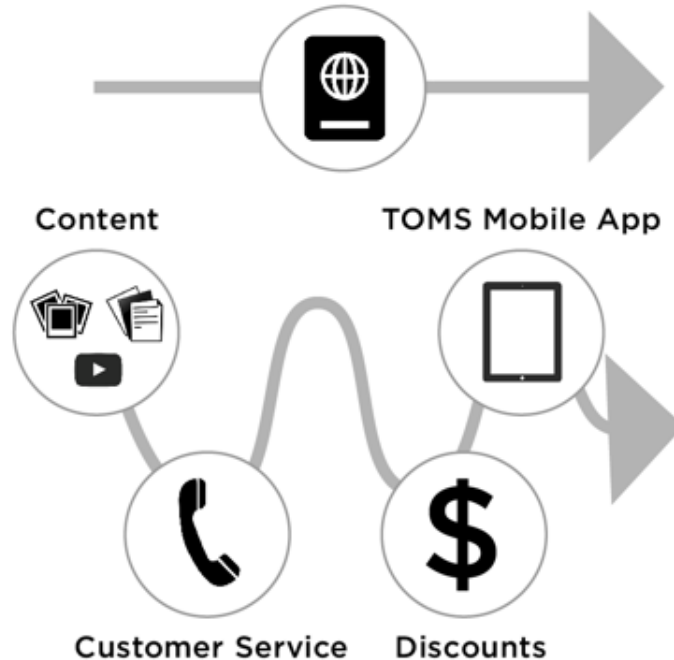
Point of Sale

Share TOMS

Reminders

Explore TOMS content and events

Passport Rewards



Qualitative Insights

Reward

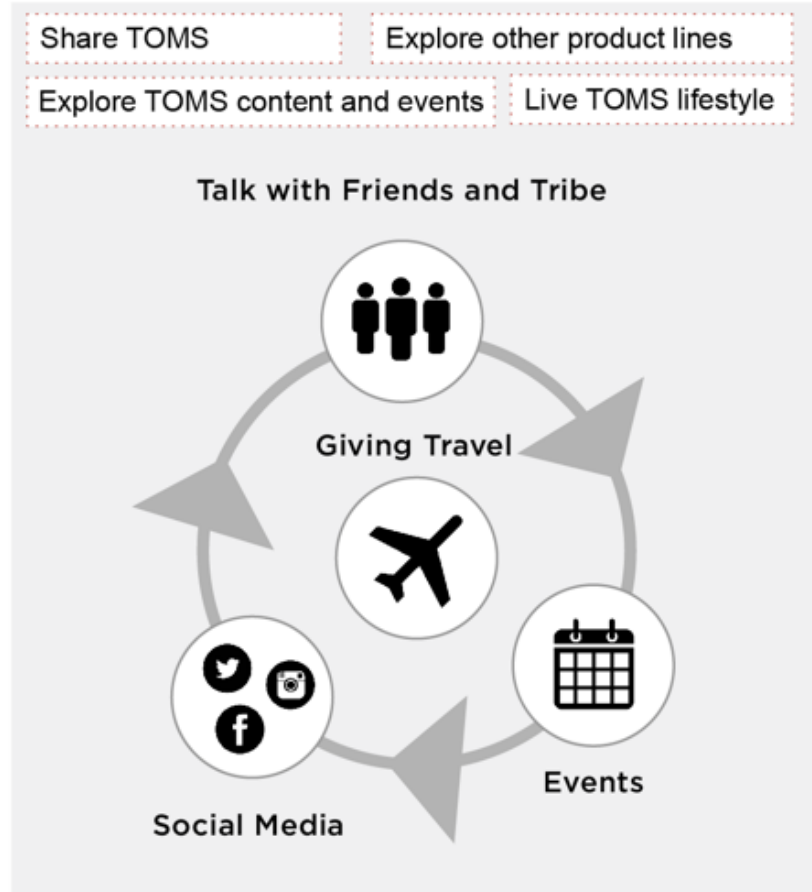
THINKING

- 💡 Updates and discounts are helpful
- 💡 TOMS content is compelling to me
- 💡 Other product lines = giving

FEELING

- ♥ One for One turns shopping into giving
- ♥ TOMS is friendly and helpful
- ♥ Birthday present? Thanks TOMS!

Journey Model



Qualitative Insights

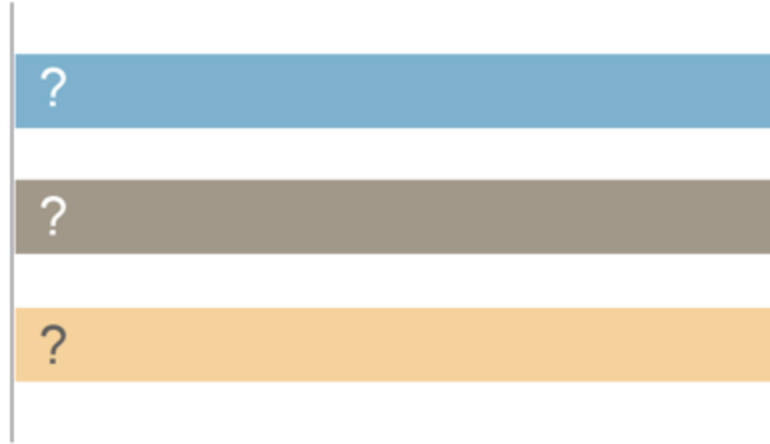
THINKING

- 💡 I want to explore other styles/products
- 💡 Need new shoes? Check TOMS
- 💡 Giving and CSR matter to me

FEELING

- ♥ TOMS is part of my lifestyle
- ♥ I am part of a community and movement
- ♥ I tell my friends about TOMS

Quantitative Experience: Pending



Takeaways

Opportunities

GLOBAL

The Tribe: local to global collaboration and dialog

ALL STAGES

Listen and adapt to customer feedback

ALL STAGES

Resonance can outweigh need

SALES POTENTIAL

Unified brand experience

ALL STAGES

TOMS as a movement and community

ALL STAGES

Recycle shoes

ALL STAGES

Takeaways

EXPAND THE REACH OF TOMS

Curation and content strategy

NOT AWARE, NEW, REWARD, ADVOCATE

Support a range of advocacy activities

REWARD, ADVOCATE

Virtual travel and travel

NEW, REWARD, ADVOCATE

Real world interactions and impact

NOT AWARE, NEW, REWARD, ADVOCATE

Reduce confusion around new product lines and how giving works for sight, water, birth kits.

NOT AWARE, NEW, REWARD, ADVOCATE

Takeaways

REWARD & ENCOURAGE LOYALTY

Pay It Forward

CONVERT, REWARD

Passport Rewards

CONVERT, REWARD

Sustainability matters
to TOMS customers

CONVERT, REWARD

We make mobile simple



You make mobile matter