TOMS

CUSTOMER EXPERIENCE MAP



Accelerate progress from Brand Awareness Reduce Customer Confusion re: Products How to Re-ignite TOMS brand? Integrate Channels to improve the to Brand Advocacy Customer Experience Lens Feedback Loop 1: existing customers introduce new customers to TOMS...TOMS listens and adapts based on customer input **Customer Journey** STAGES No Awareness of TOMS or 1:1 New to Brand Convert Sales Potential **Brand Advocate** Reward Feedback Loop 2: reward to convert/repeat Point of Sale Explore other product lines **Share TOMS** Product awareness Living life, observing, talking to friends, Shopping: on line or in person Evaluating need Evaluating resonance using social media Reminders Explore TOMS content and events Live TOMS lifestyle Conscious consumer Social Media Online Advertising Talk with Friends and Tribe WWW Retail **Passport Rewards** Social Media Wholesale Talk with Friends İİİ 通 TOMS Mobile App Giving Travel TOMS Mobile App DOING Content **Events** Model **Public Relations Passport Rewards** Catalog **Product Placement**

Journey

THINKING

 Shopping means "just buying stuff" □ I can't afford expensive shoes

In the Wild

- I shop in places TOMS is not (inferred)

Company

- I've seen/heard of TOMS before
- TOMS is only shoes
- I don't need new shoes yet, but next time I do, I'll consider TOMS

Email Marketing

Campaigns

- ∇ Ease of purchase
- Warranty/return process?
- Price: discount or incentive?
- ♥ Updates and discounts are helpful
- TOMS content is compelling to me

Customer Service Discounts

○ Other product lines = giving

♥ TOMS is friendly and helpful

♥ Birthday present? Thanks TOMS!

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

Social Media

FEELING

♥ I like shoes that are sporty (or sexy)

Personal

Satisfying

- ♥ I wish I could afford more stylish shoes
- My style reflects me and where I'm from
- One for One is a great idea

♥ I'd like to support or participate

- ♥ My identity/community matches TOMS
- ♥ 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
- Brand confidence
- I'm thrilled to get shoes and give

how giving works for sight, water, birth kits.

- Ti's unclear how my purchase today helps
- One for One turns shopping into giving
 - ♥ TOMS is part of my lifestyle

REWARD & ENCOURAGE LOYALTY

- ☐ I am part of a community and movement
- □ I tell my friends about TOMS

Events

Quantitative Information

Qualitative

Insights

Opportunities

EXPERIENCE

GLOBAL CONTROL		
The Tribe: local to global collaboration and dialog	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

EXPAND THE REACH OF TOMS Curation and content strategy

Real world interactions

and impact

Loyalty and Confidence Inspiring

Overall Satisfaction

Support a range of advocacy activities

Enjoyability

Helpfulness

Virtual travel and travel Reduce confusion around new product lines and

Convenient

Sustainability matters to TOMS customers

Pay It Forward

Takeaways



Passport Rewards