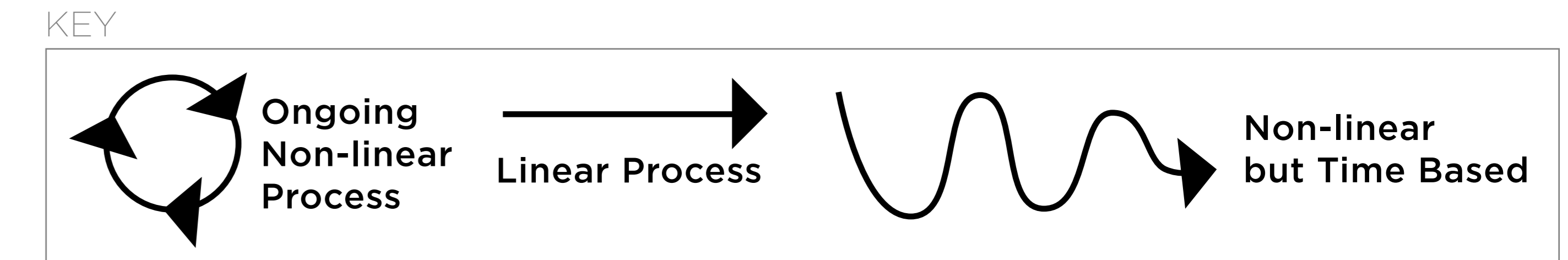


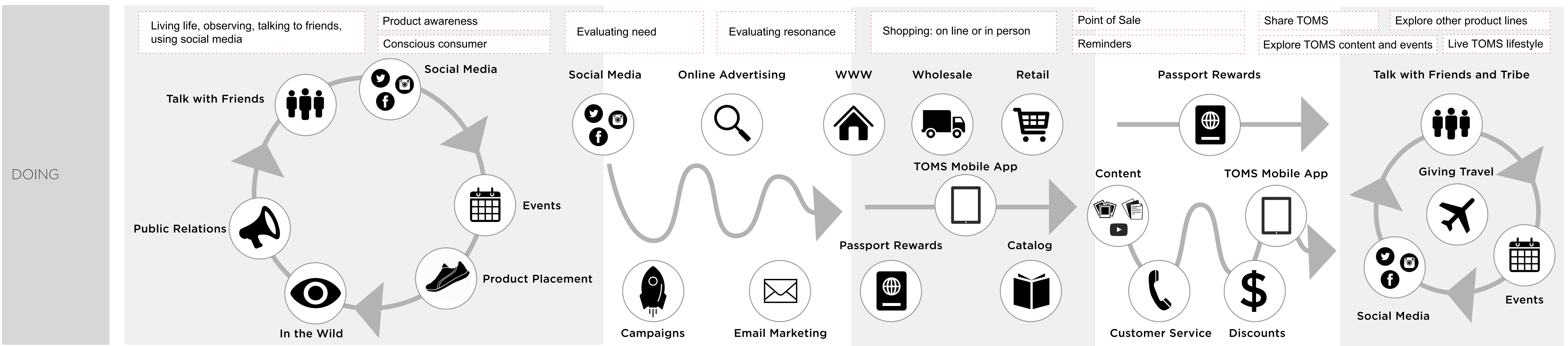
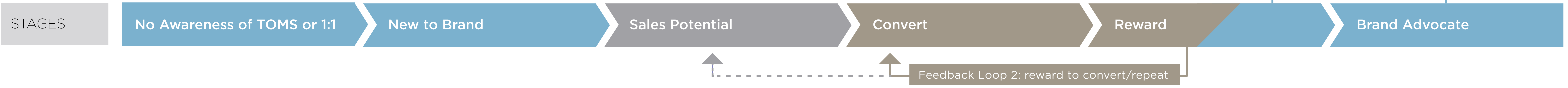
TOMS CUSTOMER EXPERIENCE MAP



Guiding Principles

- How to Re-ignite TOMS brand?
- Integrate Channels to improve the Customer Experience
- Accelerate progress from Brand Awareness to Brand Advocacy
- Reduce Customer Confusion re: Products

Customer Journey



THINKING

- Shopping means "just buying stuff"
- I can't afford expensive shoes
- I shop in places TOMS is not (*inferred*)
- What I buy matters
- 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
- What are all these other product lines?
- Ease of purchase
- Warranty/return process?
- Price: discount or incentive?
- Updates and discounts are helpful
- TOMS content is compelling to me
- Other product lines = giving
- I want to explore other styles/products
- Need new shoes? Check TOMS
- Giving and CSR matter to me

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
- 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
- It's unclear how my purchase today helps
- One for One turns shopping into giving
- TOMS is friendly and helpful
- Birthday present? Thanks TOMS!
- TOMS is part of my lifestyle
- I am part of a community and movement
- I tell my friends about TOMS



Opportunities

GLOBAL	EXPAND THE REACH OF TOMS	REWARD & ENCOURAGE LOYALTY
<ul style="list-style-type: none"> The Tribe: local to global collaboration and dialog Listen and adapt to customer feedback Resonance can outweigh need 	<ul style="list-style-type: none"> Curation and content strategy Support a range of advocacy activities Virtual travel and travel 	<ul style="list-style-type: none"> Pay It Forward Passport Rewards
<ul style="list-style-type: none"> Unified brand experience TOMS as a movement and community Recycle shoes 	<ul style="list-style-type: none"> Real world interactions and impact Reduce confusion around new product lines and how giving works for sight, water, birth kits. 	<ul style="list-style-type: none"> Sustainability matters to TOMS customers

Lens

Journey Model

Qualitative Insights

Quantitative Information

Takeaways