



# Customer Thinking Framework

Organisation/Division/Department:

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Name: Date:

Defined Goal:

Business Challenge:



**Step 1. Define**  
Identify 3 Key Opportunity Areas that will deliver Defined Goal

**Step 2. Discover**  
List your research findings (Customer and Business)

**Step 3. Map the Journey** Use Research from Step 2 to build the journey.

	Phase 1	Phase 2	Phase 3	Phase 4
Working Well				
Not working Well				

**Step 4. Synthesise**  
List Key Insights from Steps 3 which you can act on.

**Step 5. Design**  
List up to 6 initiatives that will solve your Business Challenge. When completed, rank them in importance/doability.

	Rank		Rank
	Rank		Rank
	Rank		Rank

**Step 6. Alignment**  
List Key People/Departments needed to execute 3 highest ranked Initiatives.

**Step 7. Implement**  
List Highest Ranked Initiatives from Step 5

What customer/business problem does it solve?	Business Impact(s)

Business Impacts:    ↑ Sales    ↓ Costs    ↑ Customer Advocacy    ↓ Churn    ↑ Customer Complaints

**Step 8. Mobilise**  
Choose 1 Quickwin from Step 7. List out improvements in small enough steps and allocate responsibility.

1. What?	1. Who?
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.

**Step 9. Sustain**

List KPIs/measures you will monitor to track improvements	What Methods will you use to source ongoing customer feedback	Schedule Rewards and Recognition events to promote wins.