

Stage	Targets	Goals	SERVAS Benchmarks	Customer Experience (CX)
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Pre-Commitment Behavior

AWARENESS	Target User	Gain Exposure	Engagement	Email, check-in, banner, notification, video
INTEREST	Potential User	Foster Interactivity, Conversation	Relationship	Likes, comment on posts, read reviews, asks social friends about their experience with product or service
INVOLVMENT	Prospect	Encourage Inquiries	Value	Download report, subscribe, compare reviews, trial offer
COMMITMENT	Customer	Generate Conversion	Action	Purchase, order, register, attend event

Post-Commitment Behavior

LOYALTY	Satisfied Customer	Serve Customers	Synergy	Post positive reviews; respond when asked about brand
ADVOCACY	Brand Advocate	Reward Loyalty	Synergy	Initiate conversation about brand on social media sites; recommend to close friends
CHAMPION	Super Fan	Encourage Distribution to Networks	Synergy	Generate campaign to inform social network of brand and help it gain traction and expand viewership