# **Customer Lifecycle Exercise**

Using your own company or any digital brand of your choice (real or hypothetical), describe a user at each stage of the customer lifecycle, plus how and why you would target them with loyalty incentives to get them to the next stage. See page 2 for an example.

**Tip:** Reference the [SaaSquatch Loyalty Library PDF](https://www.saasquatch.com/wp-content/uploads/2021/02/SaaSquatch-General-Program-Library.pdf) for ideas and guidance!

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| **Customer Lifecycle Stage** | **What defines a user at this stage in your customer lifecycle? (what is their behavior at this stage?)** | **What kind of offer, reward, or loyalty program can you use to incentivize this kind of action?** | **Explain why this offer, reward, or loyalty program is relevant to a user at this stage.** |
| **Acquisition** |  |  |  |
| **Activation** |  |  |  |
| **Revenue** |  |  |  |
| **Retention** |  |  |  |
| **Referral** |  |  |  |

# **(EXAMPLE) Customer Lifecycle Exercise**

**Example Company:** Uber (ride-sharing app)

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| **Customer Lifecycle Stage** | **What defines a user at this stage in your customer lifecycle? (what is their behavior at this stage?)** | **What kind of offer, reward, or loyalty program can you use to incentivize this kind of action?** | **Explain why this offer, reward, or loyalty program is relevant to a user at this stage.** |
| **Acquisition** | A new user hears about Uber from a friend, and they decide to check it out on the app store and create an account. | When customers refer a friend, give both the existing and new customer $5 towards their next ride. | The new user is likely to trust a recommendation from a friend more than a marketing campaign from Uber. |
| **Activation** | The user checks the cost of getting a ride to their favorite restaurant, noticing that the price is significantly less than the taxi ride they usually pay for. | A welcome bonus (points or credit) for when the customer completes their profile and sets up frequent destinations in the app. | The user will place more value in the app once they have spent time and effort customizing it. |
| **Revenue** | The user requests their first ride and submits payment for the service. | A VIP program that rewards users with exclusive rewards after they meet a certain threshold of rides. | Once they achieve the top tier, users will be motivated to keep their exclusive social status and be less likely to switch to Lyft. |
| **Retention** | The user requests subsequent rides, and pre-loads money to be used for Uber Eats. | A win-back program offering a $5 credit incentive to those who haven’t requested a ride in one month. | Even if a customer has gone quiet, they’re still easier to sell to than a brand-new customer. They might need a small incentive to re-engage with the app again. |
| **Referral** | The user tells their friends about the great experiences they had with Uber, and recommend they try it out. | When customers refer a friend, give both the existing and new customer $5 towards their next ride. | Having mechanisms in place to encourage customer referrals makes word-of-mouth marketing much more likely to occur. |