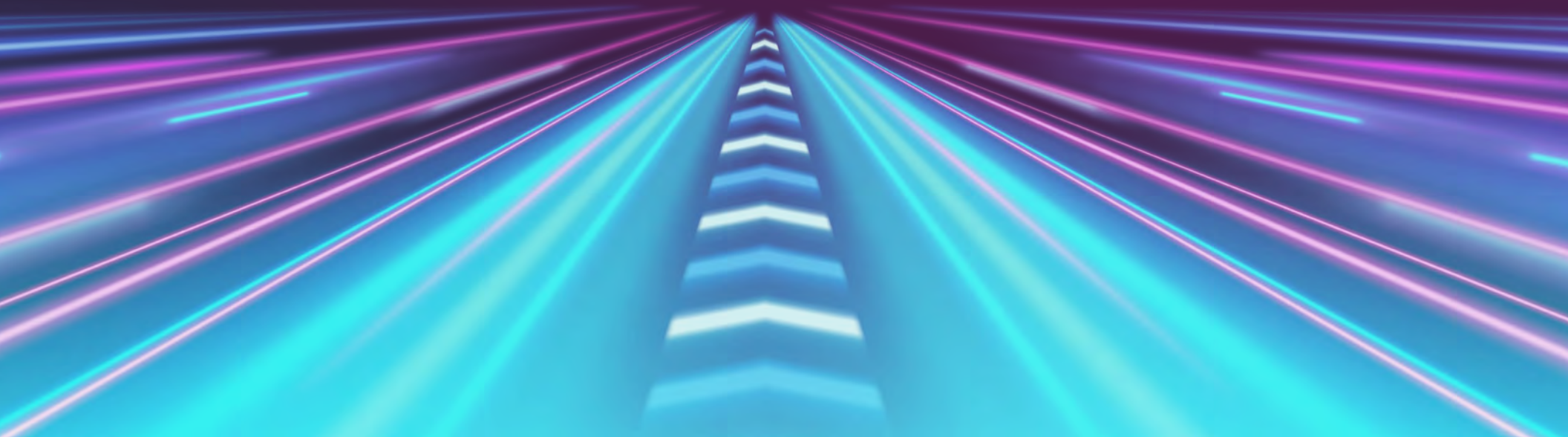




The STCA Framework:
A Structured Approach to
CX Innovation and CDP-Based Activation



INTRODUCTION

Our development of the STCA (Stages, Touchpoints, Contexts, and Aspects) Framework represents a significant advancement in customer experience management and customer data platform (CDP) use case development. It builds upon the foundational research of Professor Arne de Keyser and his colleagues, who introduced the Touchpoints, Context, Qualities (TCQ) nomenclature. Over the past two years, our collaboration with our colleague Professor Arne de Keyser and our CDP clients has not only identified and bridged critical gaps between the original framework and CDP practitioner application, but also expanded the considerations around the framework itself. By integrating our expertise in CDP use case development, we transformed TCQ into the more robust and versatile STCA Framework. This evolution, driven by our innovative approach and extensive client engagement, has established STCA as a cornerstone for guiding superior customer experiences and delivering tangible business results.



Lack of CX Maturity Creates Opportunity for Innovation

As most CX practitioners and many CDP professionals are aware, significant disparity exists between the complexity of the customer experience and the simplicity of the scales employed to evaluate it. The CX field has struggled to create a systemic measurement process, pinpointing only cognitive and emotional attributes associated with actions, but lacking the full breadth of factors related to the entire customer journey. The 'CX-is-the-theory-of-everything' solution that firms and academics have created is difficult to address systematically and consistently.

While widely used, current methods for evaluating and innovating CX—such as goal-oriented journey maps, various measurement scales, and design thinking—suffer from a lack of depth. This simplicity, although practitioner-friendly, results in ambiguities and a level of abstraction that results in a lack of actionability and can cause misalignments among teams working in different parts of an organization. The need for a more integrated and comprehensive approach to CX maturity and innovation is evident, yet such a solution has remained elusive until now.



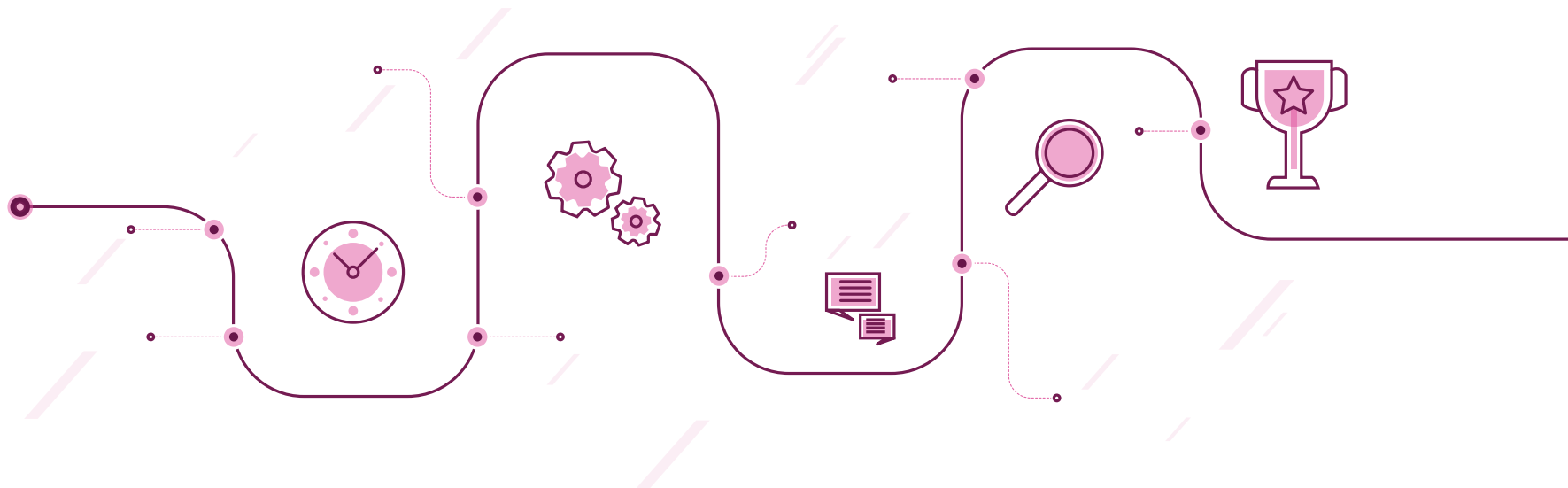


The STCA Framework Provides a Blueprint for Advanced CX Evaluation and Improvement

Our STCA Framework introduces a systematic method for CX evaluation and innovation, providing a unified language and rigorous definitions that ensure better alignment among stakeholders. The framework facilitates seamless collaboration and understanding among various members within an organization's CX team, including departments such as sales, brand marketing, UX, customer service, paid media, and others, as well as with outside vendors. By establishing a common nomenclature, STCA enables comprehensive and cohesive discussions, analyses, and evolution of an organization's CX and associated CDP use cases.

It is important to note that while metrics like net promoter score (NPS) and customer satisfaction (CSAT) offer valuable insights into customer outcomes, they do not sufficiently deconstruct CX into the detailed, actionable components necessary for meaningful analysis and innovation. The STCA Framework addresses this shortfall by providing a highly prescriptive and exhaustive approach that breaks down every aspect of the customer journey into its constituent touchpoints. This enables a methodical, in-depth evaluation and repeatable processes, empowering practitioners to innovate effectively.

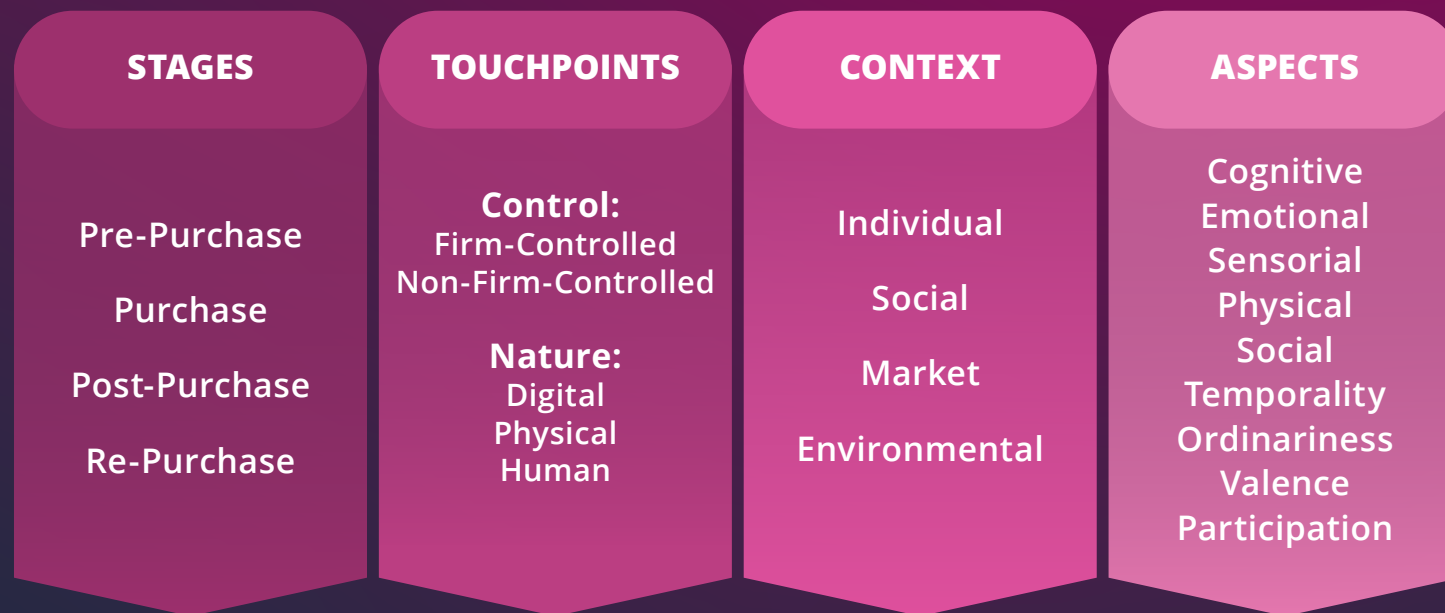
The relationship of STCA to CDP use case development lies in the fact that while CDPs are essential for administering audience-based orchestrated experiences, true differentiation from competitors relies on the development of CDP use cases grounded in profound insights. The STCA Framework facilitates this by enabling organizations to dive deeply into each touchpoint's components within the CX, allowing for a strategic and nuanced approach to experience management and CDP use case development. This depth of analysis ensures that orchestrated experiences are not only well-executed but also distinctly superior, driving significant business outcomes.





The Components of the STCA Framework

At the highest level, the STCA Framework breaks down each CX as follows: A customer journey consists of various stages (S), that contain touchpoints (T), that exist in a series of nested contexts (C), and that have a variety of aspects (A). Within this comprehensive framework customers form their perceptions and make value judgments based on their experiences.



STAGES

Meaningful CX Begins with Thorough Comprehension of the Customer Journey's Progression

The stage a customer occupies within their journey intricately influences their perceptions and objectives at any given moment.

*While it might seem reasonable to question whether the re-purchase phase is simply a reiteration of the pre-purchase phase, occurring within a different context where the customer has additional experience with the brand, we argue that re-purchase should be treated as a distinct phase. The whole point of the STCA Framework is to facilitate a methodical and clear focus on each touchpoint and what is occurring in the customer's mind at that touchpoint. The re-purchase stage is contextually so dramatically different that, while treating re-purchase as an iteration of pre-purchase may make academic sense, it does the practitioner no favors. Practitioners need to address the unique dynamics and expectations present during the re-purchase phase to truly enhance customer experience and drive long-term loyalty.



PRE-PURCHASE

This initial phase is characterized by the customer's exploration and information gathering. Before commitment, individuals engage in building awareness, research varying from superficial to meticulous, and evaluation of options, setting the stage for decision-making.



PURCHASE

The act of commitment marks this pivotal phase, encapsulating the entirety of the transactional experience. It is here that a portion of the brand's value proposition is tested, as customers navigate through the purchasing process, seeking simplicity and clarity.



POST-PURCHASE

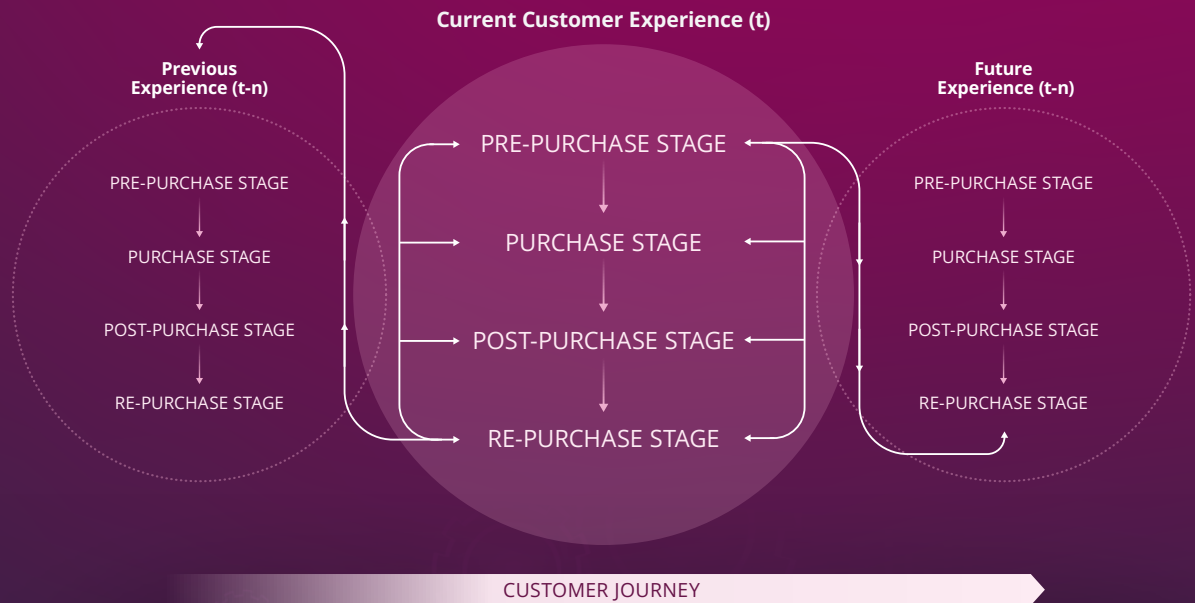
Beyond the transaction, this phase focuses on the customer's engagement with the product or service. It is an opportunity for the brand to solidify loyalty and foster a cycle of repeat engagements, through supportive post-purchase interactions, guidance, and reflection.



RE-PURCHASE

A single transaction does not represent the endpoint of the customer journey. The long-term value lies in retaining the customer and encouraging future purchases, which is when the investment in customer experience becomes profitable.*

Each subsequent purchase initiates a new cycle of interactions, allowing businesses to fine-tune the customer experience. The refinement is based on the brand's increasing familiarity with their customer, derived from the history of their interactions and deeper insights into the customer's likes and preferences. Managing the customer experience during the re-purchase cycle differs significantly from the approach taken for the initial purchase.



Using a CDP for journey orchestration plays a key role in re-purchase. A CDP has the core capability to build and differentiate audiences based on their attributes. What better CDP use case than to apply nuanced levels of audience differentiation based on customers' previous purchases, the context within which they purchased, and feedback gathered during previous purchase cycles? It is crucial for brands to avoid perceiving the re-purchase cycle as an automated process of recommendations, which can diminish the customer's feeling of being valued and erode loyalty.

In each of these stages, customer actions are motivated by specific goals. Our aim is to deeply understand these motivators, interactions, and the transition dynamics between stages, thereby unlocking the potential to craft a CX that resonates deeply and drives meaningful engagement.

CDP USE CASE: TELECOMMUNICATIONS CLIENT

STAGES IN FOCUS

Pre-Purchase

Purchase

A mobile network provider uses its CDP to optimize the customer journey during the pre-purchase and purchase stages. In the pre-purchase stage, the CDP collects data on prospective customers' browsing behavior on the provider's website, such as which plans they explore, their engagement with device comparison tools, and the time spent on specific pages. Using this data, the provider triggers personalized follow-up emails (in the cases where customers have provided their contact info, i.e. known customers) and ads that offer plan recommendations or highlight features of devices that match the customer's interests (these ads are both on-site and via paid media and apply in the cases of both anonymous customers and known customers).

During the purchase stage, the CDP tracks interactions in real-time as customers proceed through the online checkout process. If a customer hesitates at a particular step or abandons their cart, the CDP triggers a chat assistance feature offering help and, in certain cases, a limited-time discount to encourage conversion. By seamlessly integrating these two stages, the CDP helps convert potential customers into subscribers by addressing hesitations and reinforcing purchase decisions with relevant information and incentives.

CDP USE CASE: AUTOMOTIVE CLIENT

STAGES IN FOCUS

Post-Purchase

Re-Purchase

An automotive dealership uses its CDP to enhance customer engagement during both the post-purchase and re-purchase stages. In the post-purchase stage, the CDP collects data on customers' initial experiences with their new electric vehicles (EVs), such as usage patterns reported via in-vehicle diagnostics, feedback from service visits, and responses to satisfaction surveys. This data enables the dealership to send targeted communications, such as tips for optimizing vehicle performance, information on local charging stations, or reminders for scheduled maintenance. These post-purchase efforts help to solidify brand loyalty and ensure that customers have a positive ownership experience.

For the re-purchase stage, the CDP analyzes the customers' interaction histories, vehicle usage, and engagement with loyalty programs. When the data indicates a customer is nearing the end of a lease or is likely to consider an upgrade based on their EV usage and new model interest shown through online behavior, the CDP triggers a personalized offer for a new vehicle. This targeted re-engagement not only boosts the likelihood of a repeat purchase but also helps in retaining customers by providing timely, relevant offers that resonate with their needs.

CDP USE CASE: HEALTHCARE CLIENT

STAGES IN FOCUS

Pre-Purchase

Post-Purchase

A wellness center chain uses its CDP to manage customer journeys from the pre-purchase to post-purchase stages. In the pre-purchase stage, the CDP collects data from prospective customers' interactions on the website, such as the types of fitness programs they explore, the blogs they read (e.g., weight loss tips, muscle gain routines), and engagement with trial membership offers. The CDP uses this data to segment potential customers and send personalized email campaigns that include special offers for the programs they showed interest in or free trials for first-time visitors (in the case of known users) and push display ads (in the case of both known and unknown users).

During the post-purchase stage, once a customer joins a fitness program or subscribes to a membership, the CDP captures their attendance patterns, class preferences, and feedback from surveys about their experience. This data is then used to personalize follow-up communications, such as suggesting new classes that align with their fitness goals, inviting them to join special events and offering discounts for bringing a friend. By leveraging the CDP, the wellness center chain creates a cohesive and engaging customer experience from initial interest to continued membership.



Differentiate Between Customer-Initiated and Brand-Initiated CX to Unlock Personalized Engagement Strategies

The STCA Framework sets itself apart from traditional CX evaluation methods by acknowledging the dynamic nature of customer experiences. It embraces the concept that customer journeys are not static; rather, they are cyclical, with past experiences informing and molding future interactions. This holistic view fosters a comprehensive evaluation, capturing the fluid and evolving essence of the customer journey.

A customer's expectations of an experience vary significantly depending on whether it is the customer or the brand that initiates the interaction.

When a customer initiates engagement with a brand it is generally for a specific purpose, such as making an inquiry, asking for help or issuing a complaint. There is a certain expectation for the experience – it should be prompt, efficient, and accurate. Customer-initiated engagements are an important opportunity for a company to demonstrate its competence, reliability, efficiency, and responsiveness, all of which are fundamental to building customer loyalty and are strong deterrents against competitors. Without this foundation proactive engagement will lack credibility.

When the brand initiates the interaction, the customer is not particularly expecting to engage so their attention must be gained and maintained. Unlike a responsive experience where the customer initiates contact, brands should strive to be inspirational, aspirational, informative, and promotional. Understanding the customer's interests and motivations enhances the likelihood of capturing their attention. Tailoring the interaction to the context and circumstances, particularly timing, is essential for resonating with the customer and making the engagement meaningful and impactful.

CDP APPLICATION

A CDP can significantly enhance both brand-initiated and customer-initiated interactions by enabling a deeper understanding of customer behavior and preferences.



BRAND-INITIATED

For brand-initiated engagements, a CDP can segment audiences based on detailed customer profiles, allowing for highly personalized outreach that resonates with the specific interests and needs of each customer. This personalization increases the chances of capturing the customer's attention and maintaining engagement.



CUSTOMER-INITIATED

On the other hand, in customer-initiated interactions, a CDP can provide real-time access to a customer's history, preferences, and past interactions, ensuring that responses are accurate, relevant, and contextually appropriate. This level of responsiveness not only meets customer expectations but also strengthens the relationship by demonstrating a deep understanding of the customer's needs.

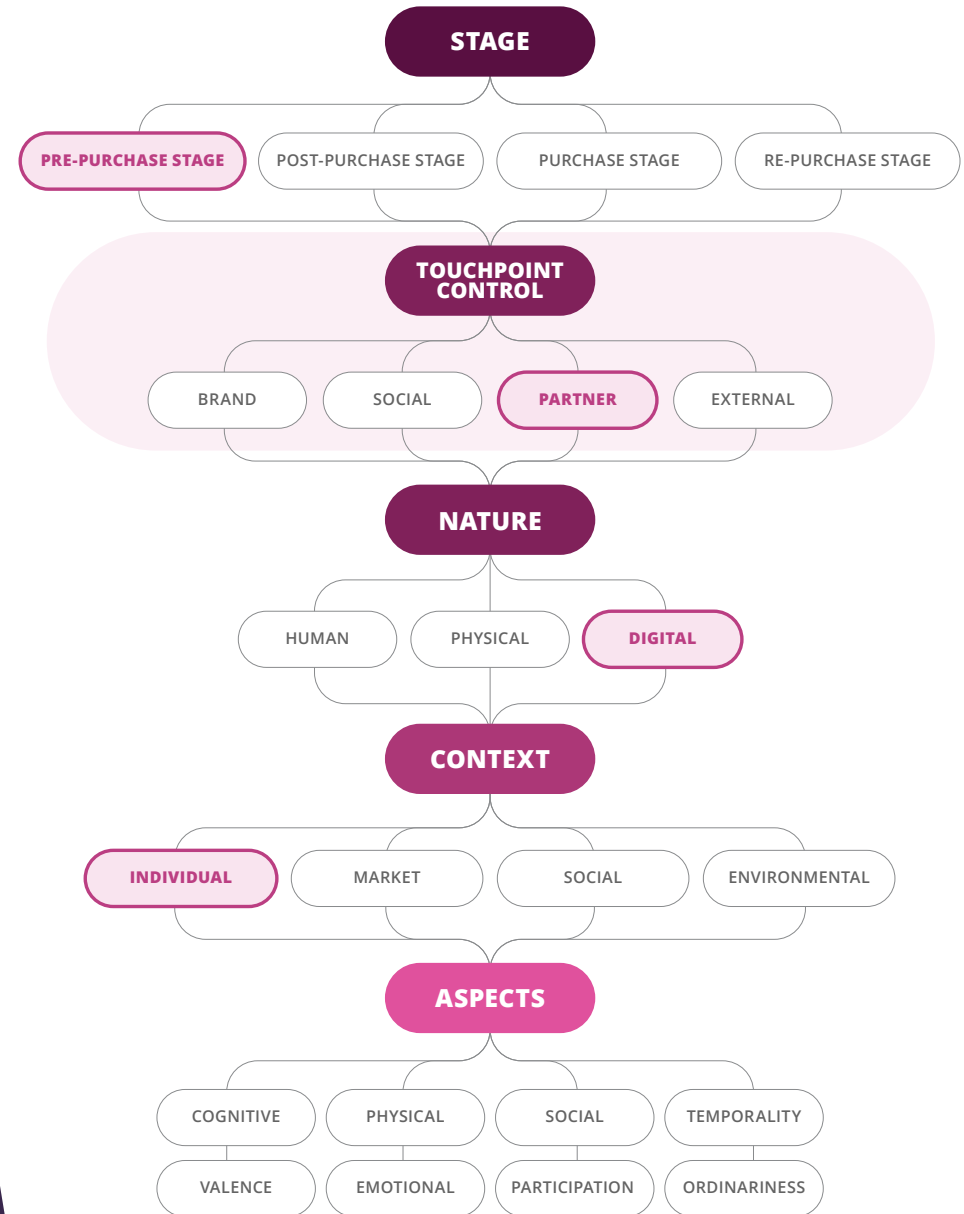
TOUCHPOINTS

Consider the Control and Nature of Touchpoints to Deepen Customer Engagement

A touchpoint encompasses each instance of contact between an organization and its customers. Traditional approaches to customer journey evaluation prioritize interactions directly managed by the brand, thereby missing the spectrum of touchpoints encountered by customers. The STCA Framework innovatively expands on this concept by examining both the control and nature of touchpoints. This approach enables a holistic identification of all interactions contributing to the customer experience, ensuring a more nuanced and complete understanding of customer engagement.

TOUCHPOINT NATURE

The essence of touchpoints varies significantly, ranging from human interactions (those with frontline employees) to digital platforms (websites and social media channels) and physical locations (retail stores). In today's interconnected world, the prominence of digital touchpoints and the seamless integration across omni-channel experiences highlight the importance of sophisticated data collection through CDPs, ensuring a comprehensive grasp of the customer journey.





Touchpoint Control

The interactions between an organization and its customers extend beyond the confines of brand oversight, encompassing both managed (brand-controlled) and unmanaged (non-brand-controlled) touchpoints. This distinction is crucial for understanding the full scope of customer engagement.



BRAND CONTROLLED

- Advertisements
- Packaging
- Website
- App
- Physical store



PARTNER CONTROLLED

- Amazon
- Microsoft
- UPS/FedEx



SOCIAL CONTROLLED

- Social Media
- Friends & Family
- 3rd Party Reviews



EXTERNAL CONTROLLED

- Competitor touchpoints
- Google organic search

Harness Data from Both Brand-Controlled & Non-Brand Controlled Touchpoints to Enhance Omnichannel CX Insights

In principle, brands should take every reasonable opportunity to collect as much first-party data as they can through firm-controlled touchpoints. The range of data collection possibilities offered by digital touchpoints is extensive. Most commonly, website and app interaction data such as pages visited, dwell times, recency, browsed content, search queries, and click paths can be used to customize the website experience, improve site navigation, and create targeted marketing campaigns.

Collecting first-party data through non-brand-controlled touchpoints outside the direct control of a company poses a significant challenge, especially as the distance between the brand and the point of customer engagement increases. Recognizing and leveraging these touchpoints can give a company a distinct competitive advantage, distinguishing them from competitors focused solely on directly controlled interactions. Companies will need to take proactive steps to effectively engage and understand customer behaviors across various platforms, from social media and third-party forums to partnership programs.

CDP USE CASE: RETAIL CLIENT

A fashion retailer uses its CDP to manage brand-controlled touchpoints by collecting data from customer interactions on its website, mobile app, and email campaigns. This data is tied directly to individual customers, allowing for personalized marketing efforts, such as sending tailored product recommendations or exclusive offers.

NON-BRAND-CONTROLLED ASPECT:

While the CDP itself doesn't directly collect customer-level data from non-brand-controlled sources like social media or fashion blogs, the insights gathered from these sources, such as trending topics or general customer sentiment, inform broader marketing strategies. The retailer uses these insights to adjust the messaging or products promoted to specific segments within the CDP, aligning brand-controlled efforts with broader market trends.

CDP USE CASE: HEALTHCARE CLIENT

A healthcare provider's CDP aggregates patient data from its telemedicine platform, enabling personalized communications and treatment recommendations based on individual medical histories.

NON-BRAND-CONTROLLED ASPECT:

Although the CDP doesn't directly integrate non-identifiable patient data from third-party health forums or social media, the provider uses the aggregated insights from these sources to refine their patient engagement strategies. For instance, if there's a trend in patient concerns about a particular treatment, the provider preemptively addresses these concerns in its patient communications or update its telemedicine interface based on feedback trends, thereby enhancing the brand-controlled experience.

CDP USE CASE: FINANCIAL-SERVICES CLIENT

A digital bank's CDP collects data from brand-controlled touchpoints, such as interactions on its website and mobile app, to build a detailed profile of each customer. This enables the bank to offer personalized financial products and services.

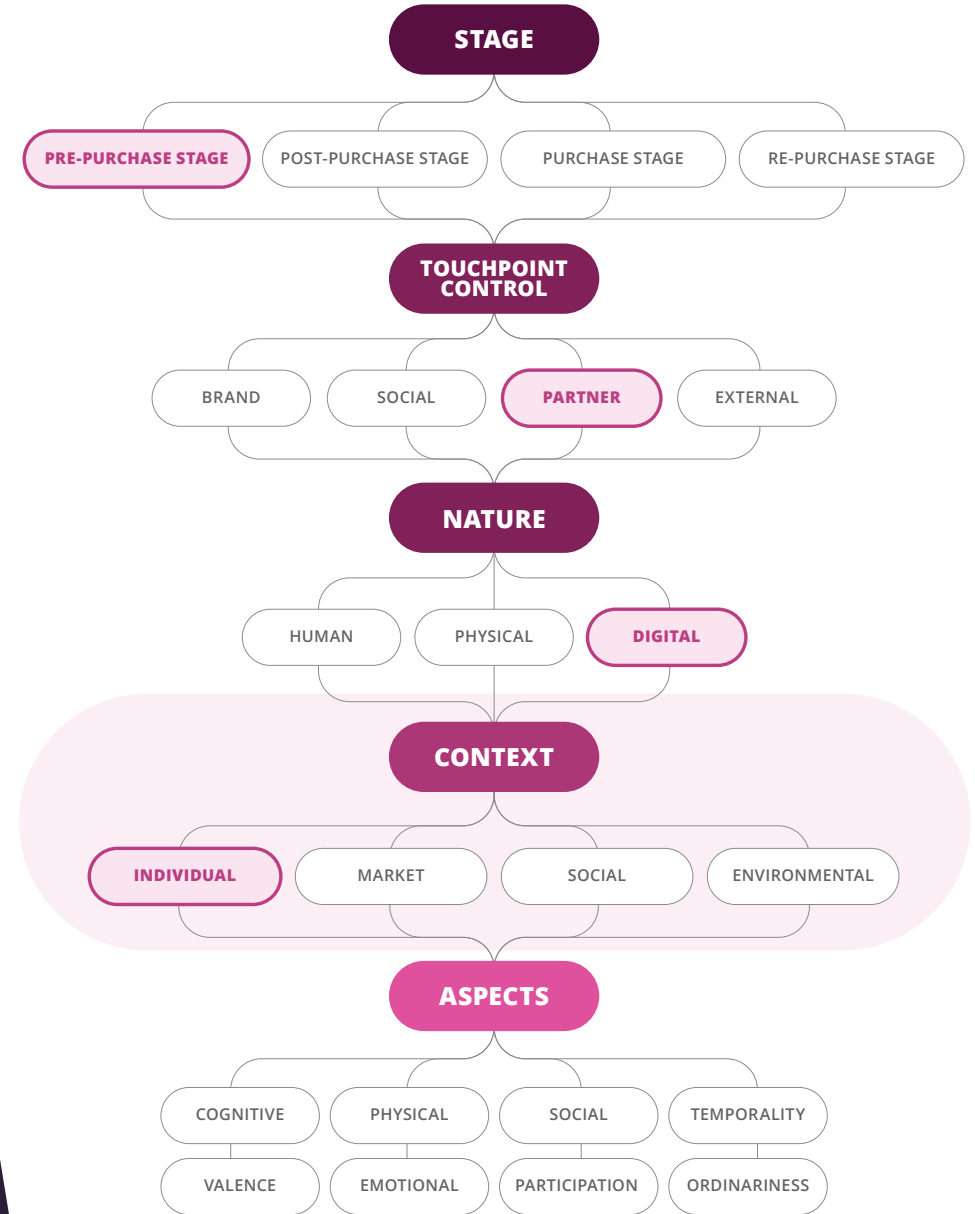
NON-BRAND-CONTROLLED ASPECT:

While the CDP doesn't capture individual customer data from non-brand-controlled sources like financial comparison websites, the bank still uses aggregated market insights to influence its product offerings or customer communications. For example, if a competitor's product is gaining traction in customer reviews, the bank might adjust its own offerings or marketing strategies to better compete, ensuring that its CDP-driven efforts are aligned with broader market dynamics.

CONTEXT

The Contexts in Which Customers Experience Touchpoints Impacts CX

The way customers interact with touchpoints is significantly influenced by the context, which encompasses various situational factors and limitations affecting their experience. A customer may perceive the same touchpoint in entirely different ways at different times, depending on the surrounding context. This variability underscores the subjective nature of CX. Ignoring the full scope of context can hinder a company's capacity to deeply comprehend and innovatively enhance CX.





Four Contexts that Impact CX



INDIVIDUAL CONTEXT

This pertains to the customer's current state, governed by personal logic and a variety of factors like mood, preferences, willingness to innovate, openness to change, and past experiences.

Someone in a good mood tends to be more open to learning about new products, trying something new, making an impulse purchase and generally having a more positive attitude towards what they see. Rational factors also play a significant role, such as their memories of previous experiences with the brand, which can greatly influence their propensity to engage further. A person's frame of mind can also be shaped by personal factors, such as their health or economic situation, which would be relevant to their receptiveness to a price promotion, for example. These elements play a critical role in shaping responses to specific touchpoints.



ENVIRONMENT CONTEXT

This encompasses a wide array of external factors, such as weather conditions, economic trends (fluctuating gasoline prices), public infrastructure, and political events. While these elements are beyond an organization's control, their recognition and understanding are crucial.



SOCIAL CONTEXT

This includes the network of social relationships surrounding a customer, including family, friends, and other consumers. An individual is surrounded by people and is part of social communities whose opinions and perspectives influence their thoughts, behavior and the way they view the world and interpret their experiences. These connections place individuals in diverse social roles with distinct behavioral expectations, directly affecting CX.



MARKET CONTEXT

Defined by the broader market landscape, this context involves the networks of complementary but independent partners and channels customers rely on such as other websites, social media platforms, third-party review sites, etc. This ecosystem extends beyond any single company, and the presence of competitors or new entrants can dramatically alter customer-brand interactions.

FRAMEWORK IN FOCUS: CRAFTING A CX FRAMEWORK THAT LEAVES NO CONTEXTUAL FACTOR UNEXPLORED

Zion & Zion examined 4,873 scales across the academic marketing and customer experience literature, encompassing almost 60,000 individual measurement questions. By leveraging these scales as a foundational framework, we curated a comprehensive inventory of critical contextual factors at each level (i.e. individual, social, market, and environmental). This detailed compilation provides a toolkit for organizations to assess and leverage a broad spectrum of contextual factors, offering significant opportunities to enhance CX.

4,873 Academic marketing and CX scales evaluated by Zion & Zion

INDIVIDUAL CONTEXT

- Need for uniqueness
- Personal enjoyment
- Distrust
- Behavioral tendencies
- Religious beliefs
- Personal values
- Identity Perception
- Aesthetic preferences
- Experiencing novelty
- Pain and discomfort
- Active impatience
- Imagination
- Concentration
- Communication style
- Processing styles
- Intellectual breadth
- Education experience
- Hedonism
- Exploratory knowledge
- Cultural beliefs and values
- Interest level
- Avoidance tendencies
- Holistic thinking style
- Faith
- Intuition
- Technology usage
- Innovativeness
- Decision-making style
- Enjoyment
- Self-confidence
- Trusting disposition
- Analytic Thinking

CDP USE CASE: HOSPITALITY CLIENT

CONTEXT IN FOCUS

Individual

Environment

A luxury hotel chain uses its CDP to personalize guest experiences based on both individual and environmental contexts. The CDP collects data on each guest's preferences and past behavior, such as preferred room types, dietary restrictions, preferred amenities, and previous feedback. For instance, if a guest has previously requested a hypoallergenic room and booked spa services during their last stay, this data is stored in their profile.

Additionally, the CDP integrates data related to environmental contexts, such as weather forecasts and local events. If a guest is arriving during an anticipated cold snap, the hotel can proactively offer warm beverages, cozy blankets, or discounted spa services to enhance comfort. Conversely, if there's a major local event like a music festival, the hotel could offer exclusive packages or guided tours to attract and engage guests. This combination of individual and environmental context enables a highly tailored guest experience, improving satisfaction and loyalty.

CDP USE CASE: E-COMMERCE CLIENT

CONTEXT IN FOCUS

Social

Individual

An electronics retailer utilizes its CDP to capture and leverage both social and individual contexts to drive sales and enhance customer experiences. The CDP maintains detailed customer profiles, including browsing behavior, purchase history, and preferences for certain brands or product types. It also tracks customer interactions like product reviews, ratings, and social sharing behaviors.

However, by also leveraging the social context, the CDP identifies customers who are highly influenced by peer reviews and ratings. For example, if a customer often purchases products after they receive high ratings or social media buzz, the retailer uses these insights to target them with campaigns featuring top-rated products or "most liked" items. Simultaneously, the CDP's understanding of the customer's individual context (such as their interest in smart home devices) allows the retailer to cross-sell related items like smart speakers or smart thermostats that align with the customer's profile and current trends.

CDP USE CASE: AUTOMOTIVE CLIENT

CONTEXT IN FOCUS

Market

Individual

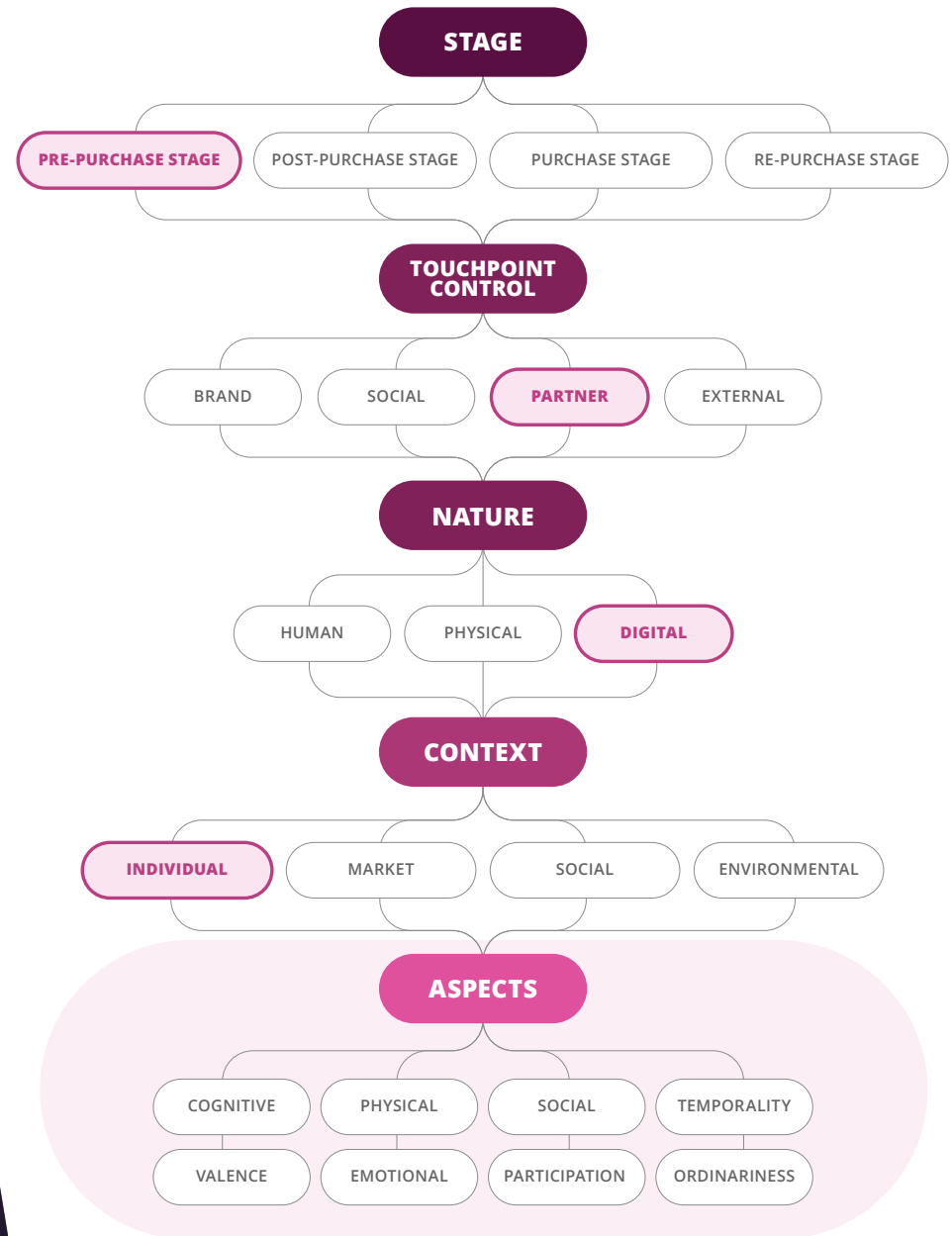
A car dealership network uses its CDP to navigate the complex market context of the evolving EV sector while personalizing offers and communication based on individual customer data. The CDP collects data on customer preferences, such as interest in specific EV models, preferred features (e.g., autonomous driving, battery range), and financial preferences (e.g., leasing vs. buying).

To allow the incorporation of market context, the CDP also integrates data about competitor EV incentives, charging infrastructure developments, and competitor offerings. If a competitor releases a new model with a longer battery range, the dealership uses the CDP to identify customers in their database who value range and proactively reach out with a comparison highlighting the dealership's offerings that match or exceed the competitor's specifications. The CDP also identifies customers who may benefit from new local tax incentives or rebates for EV purchases, ensuring timely, personalized communications that increase conversion rates.

ASPECTS

Aspects are the Foundation of Understanding and Transforming the Customer Journey

Aspects represent the deepest layer of analysis within this framework, meticulously encapsulating every conceivable criterion a customer might use to assess their experience. This comprehensive categorization ensures that no facet of the customer's evaluative process is overlooked, whether these criteria are explicitly recognized by the customer or processed subconsciously. Beyond merely quantifying the presence of these aspects in the customer experience, our approach critically examines their current state and identifies optimal levels necessary to enhance and transform CX. In this nuanced analysis, we employ a broad spectrum of criteria to map the entire landscape of interaction and perception. This process not only delineates the present state of each aspect but also thoughtfully informs their adjustment to enhance the customer journey.





Nine Aspects of CX

Social

Evaluates the dynamics of interactions with others, highlighting how social engagement and shared moments significantly shape the customer journey.

Temporality

Focuses on the customer's perception of time and the rhythm of events, covering both the duration of activities and their pace, individually and in relation to each other. It goes beyond mere chronological measurement, ultimately defining experiences by their perceived duration and tempo.

Sensorial

Emphasizes the activation and interplay of the senses in shaping experiences, highlighting the strategic advantage of recognizing and enhancing sensory involvement. From the colors and smells to the sounds that define an environment, sensory inputs significantly influence how customers perceive and value an experience. This also adapts to the digital realm, considering how sensory experiences are translated and experienced online.

Valence

Captures the range of emotional responses triggered by experiences, spanning from positive to neutral, and extending to negative reactions. This also acknowledges the possibility of experiences embodying both positive and negative aspects simultaneously. Generally, brands strive to deliver a positive experience; however, there are instances where a neutral or even negative experience is desired, such as dark tourism (visiting locations associated with death, suffering, or disaster). There are also situations that exist where customers purposely seek out negative experiences for their ultimately positive effects, such as watching a horror movie or participating in an extreme thrill ride.

Cognitive

Centers on the cognitive effort customers expend to absorb, process, and apply information, defining the cognitive load of their experience. This aspect assesses the ease or complexity of information processing, significantly influencing the intellectual engagement within the journey.

Participation

Assesses the degree of active involvement and the interactionality of the experience, encompassing both physical involvement and the broader spectrum of brand-customer engagements.

Emotional

Explores the range and intensity of emotions embedded in experiences, acknowledging that all spectrums of feelings can be evoked and recognizing that some experiences are intrinsically emotional.

Ordinariness

Evaluates the spectrum from routine, everyday interactions to rare, extraordinary experiences, distinguishing between common activities and unique events, which are pursued for novelty and their ability to disrupt the monotony of daily life.

Physical

Gauges the extent of mobility and tactile engagement, marking the corporeality of customer interactions.

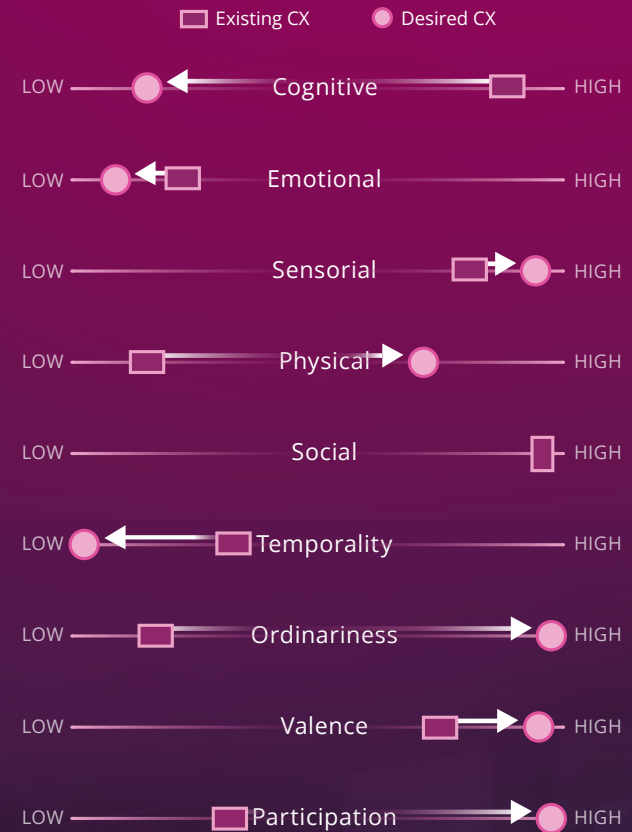
Fuel Transformative Innovation through Aspect Analysis

Exploring these aspects of CX allows practitioners to deeply and methodically understand customer's perceptions of their experiences.

This analytical approach empowers practitioners to:

1. Identify the significance of each aspect within an experience.
2. Determine the ideal intensity of each aspect.
3. Assess how adjustments to each aspect's prominence could affect the entire experience.

CX teams can envision tweaking these aspects, akin to adjusting the levels on a DJ's mixing board, to fine-tune the customer experience. Such modifications, which can often be thought of as dialing up or dialing down a particular aspect of CX, offer the power to transform the customer journey significantly. This strategic process not only uncovers potentially groundbreaking ideas but also safeguards against changes that do not substantially enhance critical areas of CX in need of development.



CDP USE CASE: FOOD & BEVERAGE CLIENT

ASPECTS IN FOCUS

Sensorial

Cognitive

A national coffee chain uses its CDP to enhance both the sensorial and cognitive aspects of the customer experience. The CDP collects data on individual customer preferences, such as favorite coffee types, customizations (e.g., milk alternatives, flavor add-ons), and purchase patterns (e.g., morning vs. afternoon visits). This allows the chain to send personalized offers that align with a customer's taste profile.

To optimize the sensorial aspect, the CDP is used to manage in-store experiences. For example, it tracks the types of music and ambient settings that correlate with higher customer satisfaction scores and longer dwell times. For customers identified as sensitive to the cognitive aspect of decision-making (e.g., those who spend a lot of time browsing the menu or who regularly ask for barista recommendations), the chain simplifies the customer's digital experience by pre-populating the app with "quick pick" options based on past orders. This reduces cognitive load and creates a smoother, more enjoyable experience that encourages repeat visits.

CDP USE CASE: HEALTHCARE CLIENT

ASPECTS IN FOCUS

Emotional

Temporality

A mental wellness app uses its CDP to personalize user journeys by focusing on the emotional and temporal aspects of customer experience. The CDP captures data on user interactions, including the time of day they use the app, the types of content they engage with (e.g., guided meditations, breathing exercises), and their mood ratings before and after each session.

To leverage the emotional aspect, the CDP enables the app to deliver content that aligns with the user's current emotional state or recent behavior. For example, if a user logs in after several days of inactivity and has previously marked "anxious" or "stressed" on their mood tracker, the app automatically suggests a short, calming breathing exercise or a guided meditation tailored to stress relief. In terms of temporality, the CDP identifies users who tend to use the app during specific times of the day (e.g., late evenings) and deliver reminders or nudges for evening relaxation routines, reinforcing consistent usage patterns and improving mental wellness outcomes.

CDP USE CASE: TRAVEL INDUSTRY CLIENT

ASPECTS IN FOCUS

Participation

Valence

An online travel agency (OTA) leverages its CDP to create personalized travel planning experiences by enhancing participation and managing valence (the range of emotional responses). The CDP collects extensive data on user preferences, past bookings, and search behaviors, which are then used to create a more interactive and engaging experience on their platform.

For participation, the OTA uses the CDP to offer interactive planning tools, such as a customizable itinerary builder that suggests destinations, accommodations, and activities based on the user's past preferences and search patterns. If a user shows an interest in adventure travel, the CDP adjusts the platform's interface to highlight more adventurous options, such as hiking tours, scuba diving, or paragliding experiences, encouraging deeper engagement.

To manage valence, the CDP tracks feedback from users after they return from a trip, categorizing responses as positive, neutral, or negative. If a user leaves a neutral or negative review, the OTA proactively offers personalized discounts or alternative suggestions for their next trip, aiming to convert a potentially negative experience into a positive one. For users who express high satisfaction (positive valence), the CDP triggers loyalty rewards and/or exclusive offers to reinforce positive emotions and encourage repeat bookings.

CONCLUSION

Discover the Breakthrough Impact of the STCA Framework on Customer Experience

When applied, the STCA Framework offers a tangible, methodical strategy for assessing and enhancing customer experience and enabling those strategies through the deployment of a CDP. The dissemination of this framework's language throughout an organization fosters a unified, collaborative ethos towards CX improvement. Zion & Zion's implementation and evolution of this framework with a variety of global clients has advanced CX design and management, resulting in organizations accelerating their understanding of how to assess and innovate CX and how to better deploy CDPs to take advantage of that increased understanding.

