

# CUSTOMER MOTIVATION + VALUE PROPOSITION FRAMEWORK

This framework is a helpful way to organize what keeps customers engaged and what pushes them away. As you build your loyalty strategy, connect the motivations behind return behavior with the value your brand is built to deliver.

## CUSTOMER GOALS

*What the customer wants to achieve in this context.*

## CUSTOMER FRUSTRATIONS

*What slows them down or creates effort.*

## BRAND VALUE DELIVERED

*The value your brand provides that directly supports their goals.*

## DIFFERENTIATORS THAT MATTER

*What makes your value stand out in ways the customer cares about.*