Errata p. 95

Figure 7.1 The signature experience framework

				Audience	KPIs	Roles
Degree of Signature Experience	Wh	ISP nat doe rsonal	es the brand mean to you,	ONE-to-ONE	Loyalty Advocacy	Private Client Relations / Clientelling Sales Associates
		How	LIGHT does the brand cater to your needs and expectations?	ONE-to-MAN	Acquisition Acquisition Retention Average Spending	CRM Marketing (Digital + Retail) Innovation
			SIMPLIFY What does the brand do to make your life easier through your customer journey?	' ONE-to-ALL	Conversion Claims trends NPS Online sessions duration	Retail E-commerce Customer Service Omnichannel IT

Source: Saviolo (2018).