

# The five customer trends

## SELF ASSESSMENT + REFLECTION

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Leading the Customer-led Revolution



Think about your organisation today within the context of the five trends. Are you on it, or a little off? Give yourself the super-scientific rating out of five stars for each trend, then jot down a few notes on some initial things you might be able to do.

**#1 Paradox of choice**



**#2 Customer has the knowledge**



**#3 Stories over stuff**



**#4 Purpose-driven purchasing**



**#5 Personalisation**



### NOTES / THOUGHTS

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### Need some help?

If you're stuck, we've got your back. Give us a call on 1300 162 997 or drop us an email at [hello@customerframe.com](mailto:hello@customerframe.com)