



# CX Framework and Long-Term Strategy

February 21, 2022

# CX VISION : FRAMEWORK

THE JOURNEY FROM **CUSTOMER SATISFACTION** → **INTENTIONAL EXPERIENCES**

- Intentional Experiences  
(Connect More)
- Customer Satisfaction  
(Stress Less)

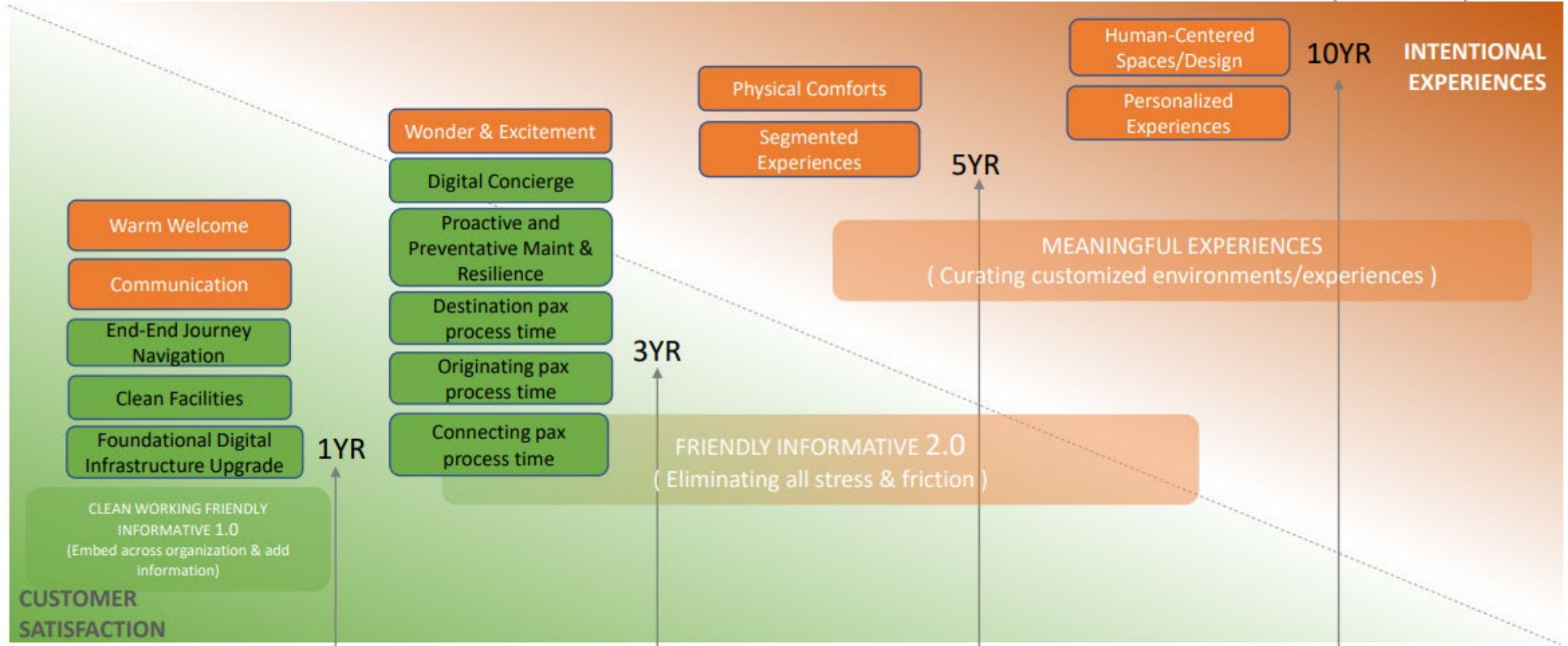


From eliminating all stress and friction for the traveler to creating intentional meaningful experiences

# CX VISION : PRIORITIES FRAMEWORK

- Intentional Experiences (Connect More)
- Customer Satisfaction (Stress Less)

## THE PRIORITIES OF EACH STAGE



Each stage has some key priorities. Above are the starting points of the priorities. These will be common for our entire ecosystem