Experience Cycle
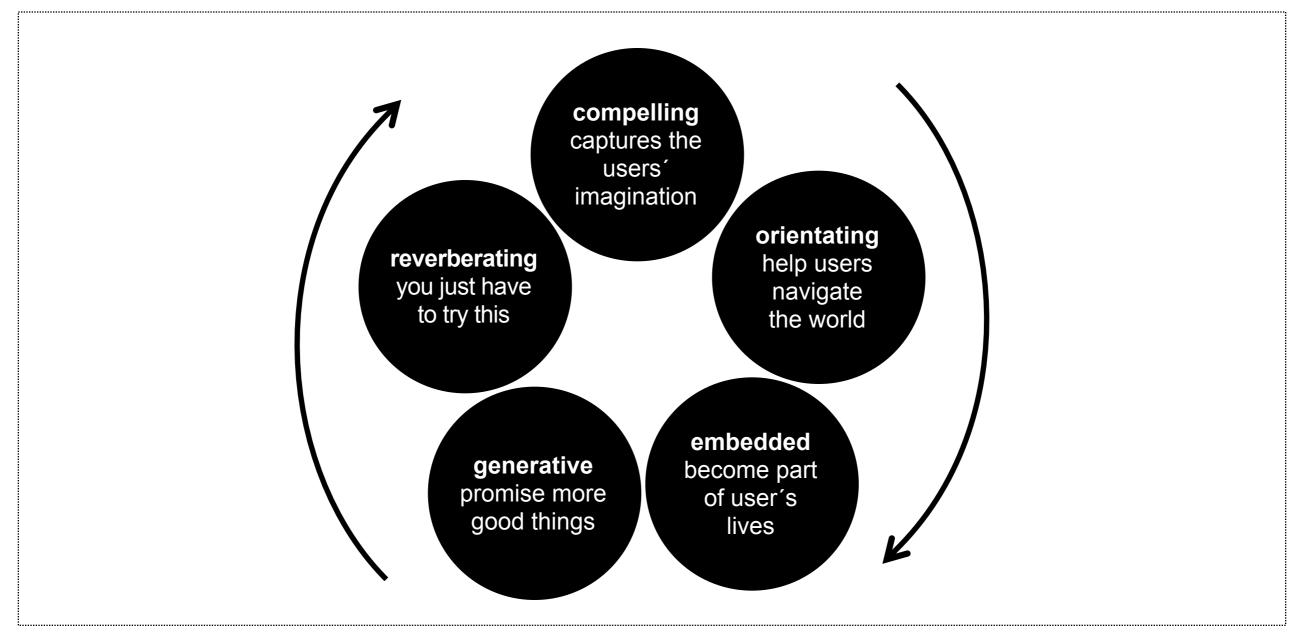
Important steps towards creating an engaging customer experience.