

# CAPITALIZE ON CHANGING CUSTOMER EXPECTATIONS

WHEN NEW PRODUCTS OR SERVICES EMERGE, CUSTOMER EXPECTATIONS CHANGE. USE THIS TOOL TO IDENTIFY IDEAS TO LEVERAGE THE CHANGES.

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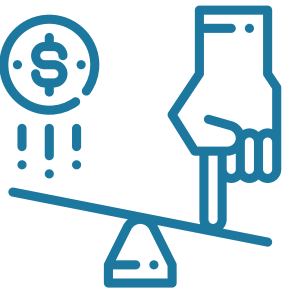
## NEW

WHAT NEW PRODUCTS OR SERVICES HAVE EMERGED?



## CHANGE

HOW HAVE CUSTOMER EXPECTATIONS CHANGED?



## LEVERAGE

WHAT CAN YOU DO TO LEVERAGE THESE EXPECTATIONS?

GET MORE FREE TOOLS AT  
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