

The Infinity Loop



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To effectively scale a 360-degree approach while driving a world-class customer experience, an organization must rally behind its customer life cycle. This is typically visualized in a circle, but we represent our approach in an infinity loop, with our presales teams as Buying Journey and our post-sales teams as Value Journey. As we map them together, we put them into an infinity loop because our customer experience should have no end. The following life cycle stages are what we use at Seismic, but your organization may look at them differently. The key is that you align your stakeholders around the correct life cycle for your customers.

As the buyer enters the circle as a new prospect, they **discover** (step 1) available options on the market and **explore** (step 2) specific services or solutions that the company offers before they **buy** (step 3). After they buy, they transition to the Value Journey teams, where they **onboard** (step 4) and **adopt** (step 5) the solution or service. As the customer begins to see results, they **mature** (step 6) and start to **discover** (step 1) more solutions that the company can provide to help them achieve their goals, and the cycle starts all over again.