



## **MODULE 5-1: INNOVATION YOUR PRODUCTS FOR YOUR CUSTOMER JOURNEY**

### **KEY POINTS**

- Having the right product is a key part of innovation and optimizing your customer journey

### **QUESTIONS TO CONSIDER**

- What happens if you don't have the right product?
- How many products do you have?
- Are you allowing your customers to have a choice?
- Are you giving value?
- What are you giving for free?
- What part of your product needs to be innovated?

### **ACTION ITEMS**

- Understand that your product needs to match the needs of your customers and building those into your customer journey.