

THE CONTINUUM OF CUSTOMER ENGAGEMENT

Experience is what you design. Engagement is what they feel.

INCREASING DEPTH OF RELATIONSHIP

STAGE	WHAT IT IS	WHAT IT LOOKS LIKE
TRANSACTION	A pure exchange. No relationship. You're interchangeable.	A vending machine, a toll road, the petrol station you stop at only because it's there, a parking app you'll never think about again.
INFORM	You tell them what you're doing. One-way.	Price-change emails, product announcements, updated terms, the FAQ page.
LISTEN	You seek their view, but the decision stays yours.	Surveys, reviews, feedback forms, NPS, social listening. The customer speaks, but rarely hears back.
INVOLVE	You spend time in their world. Their experience shapes your decisions.	Watching customers use your product, working the counter, joining their events, conversations without a script.
CO-CREATE	You build it together. Customers help decide what it becomes.	Customers on the design team, testing and refining ideas together, features customers helped create.
BELONG	The customer is part of the community around your business: advocate, insider, family.	Brands people put on a bumper sticker or a tattoo, member-owned co-ops, loyal regulars who defend you unprompted and bring their friends.

WE FIX THE SYSTEM, NOT THE PEOPLE.

This is a first draft of the Continuum (as at 14 October 2026) and may evolve as we gather feedback from customer experience and engagement professionals. Any updates will be posted to www.fixthesystem.world