

My Company's Design for Trust Roadmap

1. Fill in the trust point (**TP**) for your company to pursue along the customer journey stages in the blank lines.
2. Indicate the trust point(s) in the lines provided and feel free to add in more if needed.

1. Acquisition

- TP _____
- TP _____
- TP _____

2. Activation

- TP _____
- TP _____
- TP _____

3. Retention

- TP _____
- TP _____
- TP _____

4. Referral

- TP _____
- TP _____
- TP _____