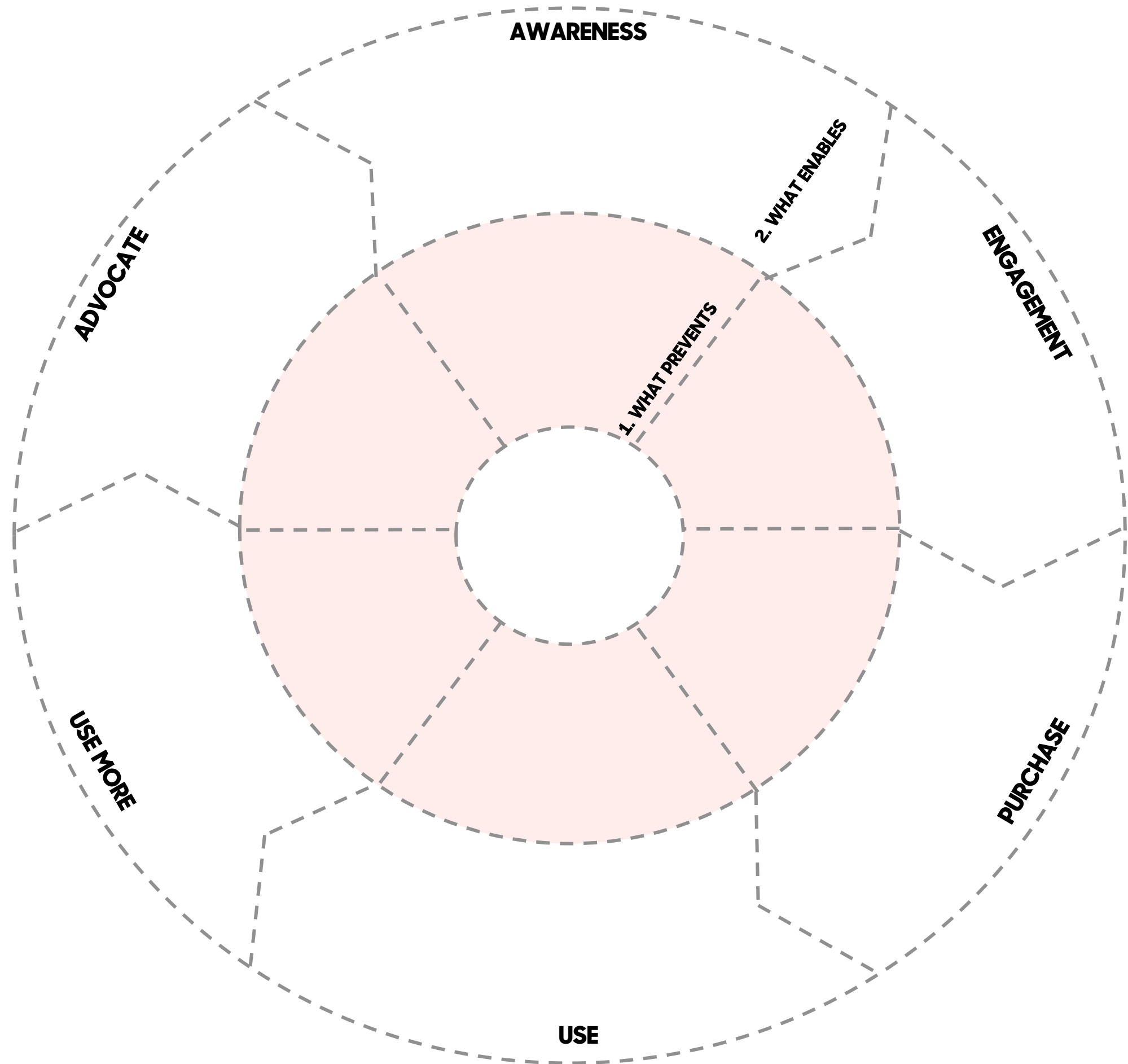


# CUSTOMER ENGAGEMENT

- How do we make people advocate the service



## Key activities:

What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

## Key resources:

What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

## Key partners:

Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?



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This canvas has elements from the Business Model Canvas originally by Strategyzer AG.