

CUSTOMER EXPERIENCE & TOUCHPOINTS

WHAT IS A TOUCHPOINT?

ANY POINT OF CONTACT BETWEEN A BUYER AND A SELLER.

WHICH ARE THE MOST COMMON TOUCHPOINTS?

BELOW IS A LIST OF ALL THE PLACES YOUR POTENTIAL OR CURRENT CUSTOMERS COME INTO CONTACT WITH YOUR BRAND.



Before Buying



- Marketing/PR
- Social Media
- Referrals
- Word-of-mouth
- Reviews
- Case Studies
- Advertising
- Community Work
- Partnerships

During Purchase



- Website
- Store
- Advertisements
- Promotions
- Sales Team
- Customer Service
- Phone System
- Point of Sale
- Catalog

After Buying



- Billing
- Marketing Emails
- Customer Service
- Customer Support
- Knowledgebase
- Thank You Cards
- Transaction Emails
- Live Chat



Researching and considering all of your customers' touchpoints is just the beginning to ensuring they have a dynamic customer experience.

Want more? Download our free guide to Customer Journey Mapping by visiting:
<http://bit.ly/FREEMAPGUIDE>