

Customer Touch Point

Aim : Discover how often you can reach your customer

For : Sales, Marketing

Time : 40 minutes

What is a Touch Point?

A Touch Point represents every time your customer comes into contact with, or 'touches' your brand and anything and everything associated with it. Using the product or service itself is the main Touch Point. So is an advert for the brand, the person who picks up the phone when you order the brand, the delivery man, the invoice letter, even a comment from a friend on your brand or customer service.

Every time a customer and a potential customer is confronted by your brand, it is an opportunity to advance your relationship with them. Use this workshop with your team to see if you are taking advantage of all possible touch points.

You'll be surprised how many times your customers and potential customers are confronted by your brand.

Identify all Touch Points

PRE-PURCHASE

Communication Tools (managed)

Adverts, PR (articles), Website, Point of Sale materials, Sponsorship etc

Communication Tools (non-managed)

Word of mouth, Internet search engine (e.g. Google), News coverage

Sales Representatives

Salespeople, Email, Text message, Car, Business card, Clothing, Behaviour etc

PURCHASE

Product packaging, E-commerce site, Retail space, Order confirmation (fax/email), Price list, Shopping Bag.

Delivery

Truck, Driver, Delivery note, Digital order tracking – online site, etc.

Usage

Practical and emotional experience.

POST PURCHASE

Financial.

Invoice (electronic/by post).

After Sales Service

Customer complaint form.

Next - Use what you revealed to look for opportunities and weaknesses.

Which touch points are the most important for initiating new customers?

Do you have enough insight into Touch Points?

Does your brand live up to its promise at every stage of the cycle? (Including after sales?)

How much control do you currently have on the non managed areas of your brand communication?

Decide which touch points should be Corporate Brand, and which should be Product Brand led.

Download more Brand Manager Tools from www.tanbranding.com

If you'd like more information on any of these tools, or would like a workshop for the rest of your colleagues, please contact Kyle Talbot on +31 (0)30 230 30 20.

**Tan BRAND COMMUNICATION
CONSULTANTS**