

Touchpoint management

Excellent customer interaction that meets the key needs of the relevant target customer segments is one of the key factors for customer loyalty and long-term customer relationships. Holistic touchpoint management helps to focus on the important touchpoints and to create a consistently positive customer experience.

Procedure



1. Target definition and definition of KPIs for the touchpoints



2. Implementation Touchpoint audit and zero measurement



3. Recommendations for action & TP implementation based on customer needs



4. Continuous tracking & optimisation

Procedure

- Creating the **organisational conditions** for holistic touchpoint management
- Identify the **relevant target customer segments** and their **key needs**, as well as **customer journeys** for important use cases.
- **Target definition for the touchpoints**, derivation of **suitable KPIs** and a **measurement concept** for touchpoint performance
- **Touchpoint audit** with empirical survey of customers, non-customers and employees regarding TP reach and TP relevance
- **Implementation of touchpoint functionalities** according to customer needs to **increase contact satisfaction**
- **Continuous tracking of TP performance & optimisation**

Added value & benefit

- **Holistic approach** that takes into account the interaction of different disciplines and organisational units
- Coherent, targeted presentation across the various touchpoints ensures a **positive customer experience**
- **Focus on the touchpoints** that have high importance from the perspective of the **relevant target customer segments**
- **Optimisation of the touchpoint mix** and marketing budget allocation to the **most important and effective touchpoints**

Solution approach

Holistic customer touchpoint management requires the interaction of different disciplines as well as organisational units and functions

