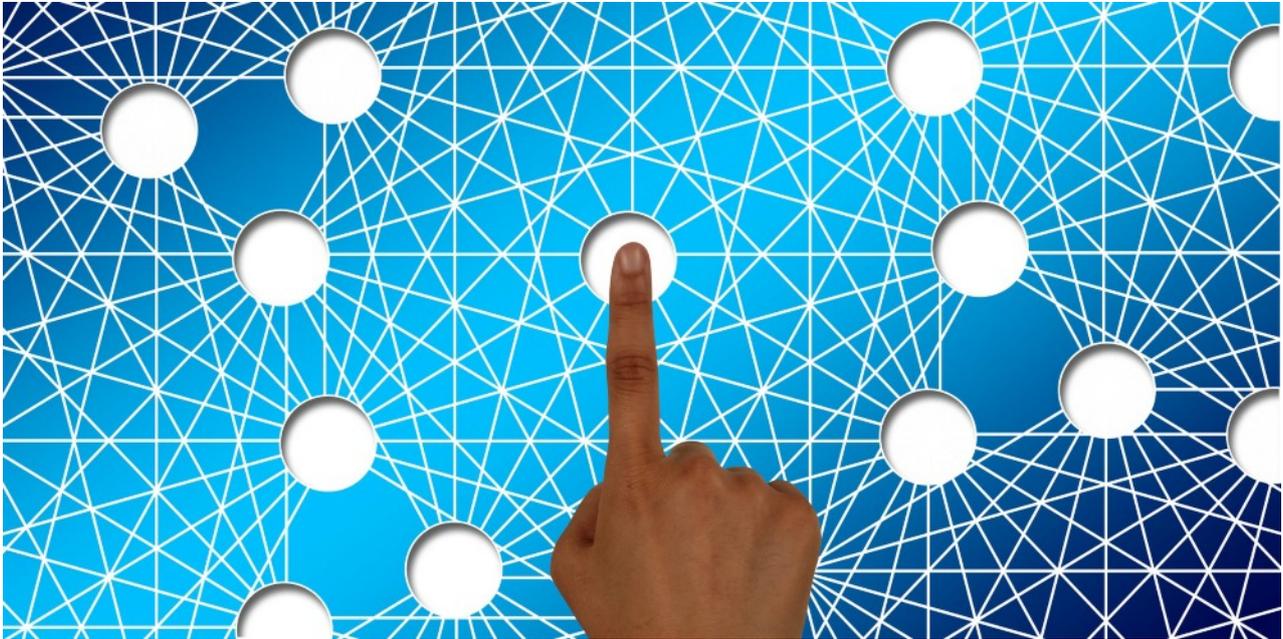


# TOUCHPOINT MASTERY

Your touchpoints are the network of inter-linked interactions where ‘the rubber hits the road’. They are the moments where the customers’ experience of you occurs and where your business revenues are generated, and potentially occur millions of times in your business every day...



***But are these moments each owned by an individual who has the specific responsibility to develop and optimise the experience at that point?***

## **How many touchpoints do you have?**

A large multi-channel organisation might have 150 to 180 different touchpoints which would be clustered to be owned by 50-70 people, whereas a digital business may only have around 60 touchpoints which could be clustered and owned by 25-30 individuals.

**Touchpoint Mastery helps you boost your touchpoints to deliver amazing customer experiences and maximum business benefit.**

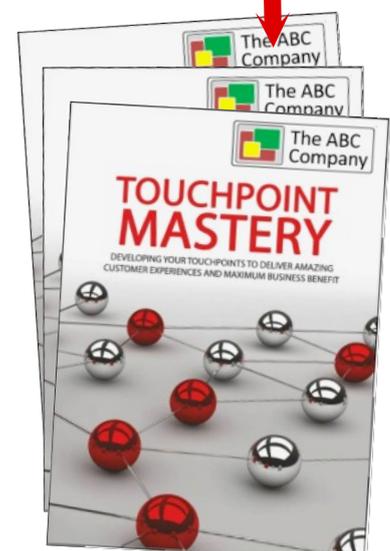
## **The Touchpoint Mastery process**

Touchpoint Mastery provides a framework to help touchpoint owners to creatively interrogate their touchpoint and to identify and deliver ways to add depth and value to each contact point that a customer – or potential customer – may have with your business.

This framework delivers a greater understanding of the intricacies involved at each touchpoint – and hence the range of opportunities that exist there. It also enables the touchpoint owner to create a repository of best, interesting, and unusual practices relevant to their touchpoint that they can call on when the touchpoint is next being refreshed or redesigned.

***No more last-minute ideas on how to change things!***

***The workbooks have your company logo printed on the cover.***



# Customer journeys are sequenced assemblies of component touchpoints.

**Touchpoint Mastery focuses on identifying and delivering ways to add depth and value to every one of your touchpoints and so acts as a powerful overlay to any customer journey maps you have created.**



## The key benefits of Touchpoint Mastery:

- Regardless of where you are in your journey mapping, Touchpoint Mastery acts as a stand-alone process which is supportive of amazing customer journey development.
- It engages a greater number of people from the functional areas of your business in customer experience design.
- It enables the customer experience team to have a greater focus on revenue growth as part of their experience design activities.
- It creates a repository of quick-win, medium- and longer-term experience development opportunities - all in one convenient book.

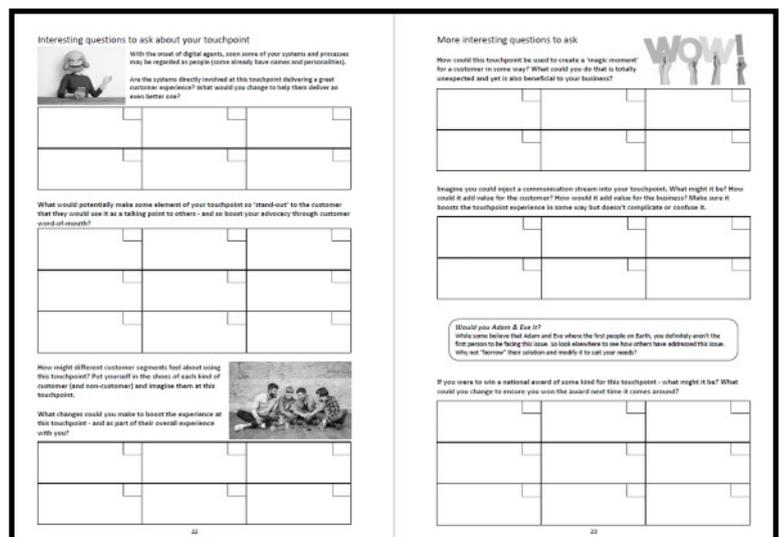
## The workbook style...

The workbook contains creative business thinking exercises that interrogate touchpoints to understand them as never before to see ways to continually enhance the delivered customer experience.

These are some of the touchpoint aspects the workbook considers:

- Inflows and hand-overs
- First impressions
- Overcoming problems and issues
- Learnings from other industries
- How to enable the employee at this point
- Applying branded design principles
- Insightful observations for future use

And much more. The style of the workbook is shown to the right.



***This low-cost, high-value process is delivered in just three weeks and each participant receives a branded 32-page workbook customised for their specific touchpoint.***



For more information... contact Chris Thomason on +44 (0) 7595 202 783 or email [Chris.Thomason@IngeniousGrowth.com](mailto:Chris.Thomason@IngeniousGrowth.com)