### Touch Points…Where Services Touch the Customer

In the classic work on Service Blueprinting by Lynn Shostack created in the early 80’s, the idea of touch points was born. The idea of completely mapping out the work flow and highlighting points of customer contact was noted as important .

Today, these points of contact are called Touch Points and are talked about in great detail in the marketing literature. Mapping the business process (blueprinting in its day) and highlighting touch points is quit topical. We now combine this analysis with customer and employee satisfaction and learning organization concepts to improve performance at the touch points.

Some retail and service touch points might include:

Advertising Circulars

Web Site

Training Blogs

Chat with experts (authorities)

Mobile Web

Store Locations

Store inventory

Store Layout...ease of finding merchandise

Cashier

Store Manager

Returns

Gift registry

Associate helpfulness

Associate expertise

Call center and phones

Parking lot safety/security/accessibility et al

Entry and Greet

Resources..video library and training tapes online

Support line...hotline (phone and online)

Events such as demonstartions; clinics and hero tours

Online Community Building at all levels from kids up

Loyalty and frequent purchaser programs

Permission email marketing

Community support for athletics and team sponsorships

While working the system of service blueprinting and touch points, think hard about all the ways you touch your customers…it is vital to overall customer satisfaction.

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