



Design Powerful Touchpoints



SUPPLEJACK™

What does this tool do for you?

This tool helps you design useful touchpoints when evolving products and services.

Having powerful touchpoints helps your product or service create high value for customers in two ways. First, they enjoy **great experiences**, and second, they gain **great outcomes**.

When should you use this tool?

Use this tool when you have identified key customer outcomes and what your product or service **'must'** and **'should'** include, perhaps through customer research.

What problem does it address?

It's common to see touchpoints which are **inefficient** (for you) or **ineffective** (for customers). These typically waste time, so also leading to wasted energy and resources. The result is a lost opportunity to create greater value.

This can happen when teams decide on touchpoints only to suit an organisation's internal systems and values.

This tool helps you keep focused on touchpoints that provide value for **both** your customers **and** your organisation. The result is often called a 'customer journey map'.

What do you need to know?

About touchpoints

A touchpoint is any point of contact between you and a customer. Touchpoints might...

- Be the ways people interact with your **brand, products** or **services**
- Help manage a **relationship** (broad scope) or a **specific** interaction (narrow scope)
- Involve **communication** (one-way and two-way) between organisation and customers
- Deliver valued **experiences** of the brand, product or service to customers
- Result in **emotional, social, physical** or **practical** outcomes for customers

About mutual high value

The most powerful touchpoints provide **mutual high value**. They do this by being both efficient for your organisation and effective for your customers.

Efficiency means smart production, and effectiveness means smart consumption. Touchpoints that are efficient to produce and effective to use have mutual high value.

Mutual high value is achieved by designing powerful touchpoints.

What do you do?

① The customer

Start by identifying the specific customer (or other stakeholder) you are designing touchpoints for.

② The scope

Now identify the scope. Are you working on touchpoints for the broad relationship, or for a specific interaction?

③ The stages

Outline and name the stages or steps a customer goes through over time. Use as many as you need to detail the interactions in scope, keeping it as simple as possible.

④ The outcomes

For each stage, brainstorm and select the 1 – 3 **outcomes** the customer desires most.

④ The experiences

For each stage, brainstorm and select the 1 – 3 experiences the customer needs most so as to gain their desired outcomes.

④ The touchpoints

For each stage, brainstorm and select the 1 – 3 touchpoints the customer needs to gain their desired experiences and/or outcomes.

Use the diagram overleaf to help you.

3

Stages

4

Outcomes

5

Experiences

6

Touchpoints

How might you do it?

Working on each step

- Start each step by clarifying the task
- Finish each step by reviewing your work and creating a simple summary
- Record any related or new ideas elsewhere for other sessions
- Briefly summarise the results for others. You might use the diagram overleaf.

Give yourself time

Give your team a lots of time – say two to four hours – so they can brainstorm and then summarise results effectively.

Work together

If you can, include input from customers and other stakeholders (staff, suppliers, partners). The wider the inputs, the better.

Use everyone's ideas

Make sure everyone can talk freely and have their ideas recorded. Do not challenge or debate ideas.

Relax and have fun

Do relax and have fun. Less obvious views can easily seem silly or provoke anxiety. Make it safe to raise them!

1 Customer

2 Scope

3
Stages

4
Outcomes

5
Experiences

6
Touchpoints

What is an example of the results?

A communications company had managed a large student careers exhibition successfully for over a decade. But they found recent changes in education policy and employment were reducing numbers of students and exhibitors at the exhibition.

So we observed students and exhibitors interacting and then talked with them about their desired outcomes, experiences and existing touchpoints before, during and after the exhibition. We identified gaps and new touchpoints of high mutual value.

We could then re-design all touchpoints to deliver value effectively to students and exhibitors.

We also added new ones for parents, schools and partner organisations.

This work alerted the company to much bigger opportunities. As a result, they have embarked on a much more ambitious programme than ever before, taking a leadership role in a rapidly changing sector.

A gentle disclaimer

This example is based on work facilitated by Supplejack and outlines successful use of a tool. We want you to enjoy similar success.

We are thankful you've downloaded this tool. But we cannot take account of your specific needs, your context nor the ways you apply it. As a result, Supplejack cannot accept liability for your use of this tool or its effects.

We do recommend you use this tool with respect, competence and imagination. If you are unsure how it might best work, we suggest you hold a practice session with staff. You might also contract a professional facilitator or contact Supplejack directly.

Please help us by providing feedback about this tool. You can do this by completing this brief, 6-question Survey (http://www.surveymonkey.com/s/Supplejack_Tools) or by contacting us directly.

Thanks for your interest!

stephen@supplejack.co.nz

M: 021-450-021 P: +64-9-849-5330

W: www.supplejack.co.nz