

Touches of Magic

21 Key Touch Points Where Businesses Can Provide An Outstanding Experience To Clients

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Introduction

How do you create loyal, lifelong clients who feel close to your brand and sing its praises to all of their friends and social media contacts? Simple: You offer excellent products or services and a client experience that is completely focused on your ideal client and their every need.

This report deals with the latter – how to create a client experience that escalates into a lifelong relationship and great friendship with them.

What many businesses don't realize is that it's not just the interaction you have with your clients that contributes to their experience with your business. Rather, it's every single point of contact you have with your client, whether in-person at your office, or virtually through social media or your website.

In truth, it's not only direct communication but also indirect communication that contributes to the experience.

In this short report, we're going to cover the important areas where you need to consider what your client experiences. You may understand many of these points already, but this exhaustive list will also give you more than a handful that you've likely never considered before. And for each touch point, you'll learn a few ways you're able to enhance the good feelings your client will experience here.

1. Your Office.

If you have a bricks-and-mortar office, this is possibly your most important touch point. Everything about your office, from the location and layout to the behavior of the staff, is extremely important for creating a good experience.

- Smile. Create a work environment where everyone is smiling and friendly. It's a small thing that goes a long way in creating a good experience for clients.
- Be proactive, approaching clients first with age-appropriate greetings and sincere offers for help. Don't make them have to flag down an employee.
- Stay with a client until they have their question answered or problem solved. Never turn away, take a phone call, or start doing something else when you're dealing with a client. Give them your full attention until they're happy and on their way.

2. Advertising.

Your advertising is likely to be the first point a client has any contact with you, so it's very important. This is what we call the awareness stage of the client experience, where the potential client is first discovering a business.

- Make creative advertisements that get people talking. Use your ads to pique people's curiosity.
- Target your advertising well to the media channels your target market uses.
- Make sure that your advertising conveys your business' unique qualities.

3. Phone Calls.

Zappos CEO Jeff Bezos makes all new recruits work on the phones for two weeks to get them into shape as far as client service is concerned. This is a very important touch point because like your advertising, it's one of the very early points of contact you'll have with a potential new client. Your call center staff should be well trained and know how to make and keep clients happy.

- Ditch your automated system. Companies use automated systems because it's easier for handling a high volume of calls. But even if it means investing more in your call center, do it. Your clients will be thrilled to hear a human being on the other end.
- Keep transferring at a minimum. Try to keep each client with one representative until the phone call is done.
- Give each caller your name and take theirs. Remember and use their name throughout the call.

4. Brochure.

Your product/service brochure, both offline and online, is a touch point that's too often overlooked. It's not just a place for showing your products and services. It's also a chance to communicate to new clients what your business is all about. Brochures should always be designed with the client in mind.

- Tailor your brochure to your audience. Design it with their tastes in mind. A B2B brochure will look different than a B2C, and a brochure for a young target market will look different than one for middle-aged consumers.
- Make your product/service descriptions are detailed and try to anticipate any questions that your client might have. If you find yourself with too little text, add tips, testimonials or other information to help clients make the right decision.
- Take the time to take great photos that show your business in the best light possible and provide as much detail as possible.

5. Word of Mouth.

Word of mouth is an essential touch point but it's one you can't easily control, at least not directly. The way to maximize this touch point is to make sure everyone who deals with your business comes away happy. Then, they'll tell others about the excellent products and service you offer.

- Set up a referral program and reward clients who talk about your business to others.
- Aim to wow your clients by exceeding expectations. Go the extra mile. This is a good way to get people naturally talking about you to others.

- Identify your most influential brand advocates and get them to talk about your brand. Look to choose people who others see as a trusted source of information.

6. Testimonials.

Testimonials from other clients that you use in your marketing materials are important. Aim to seek out testimonials from your target demographic. New potential clients will see in your testimonials people with similar problems and tastes as them, and this will help you communicate your brand.

- Never create fake testimonials. Always use real clients and give their name and any other information they're comfortable giving so others know they're real.
- Ask happy clients for a testimonial when they contact you with praise and positive compliments. You can also use their comments directly (for example, straight from the email they sent you).
- Aim to get testimonials from influencers and big names in your industry.

7. Marketing Emails.

If you have an email list, every single email you send your list is a touch point. Make sure you have a "thank you" as a first message to subscribers. Your email messages should be well written and clearly communicate to your client the value your business offers.

- Keep all of your email messages focused on your clients' needs. They'll come to see you as a trusted source of information and this fosters a good relationship with them.
- Make exclusive offers to your subscribers. Make them feel like a private club. Treat them with respect and show you appreciate them.
- Use your email marketing to solicit feedback from your clients. Make it a two-way communication channel where they're able to contact you easily when you send out regular emails to them.

8. Community Events.

Events that you sponsor or participate in are excellent touch points where you can connect with the public. These could be anything from

educational seminars that are promotional in nature to fun family events where your business has a presence. At these events, seek out interactions with the public and keep these interactions focused on delivering value.

- When you're hosting an offline event or are going to attend one, start talking about it online in social media and on your website, and offline at your office and anywhere you advertise. This way, the clients start to experience it well in advance of the actual event.
- Likewise, document the event well and use it as part of your future marketing material to illustrate to new contacts to your brand, what you've done in the past.
- Don't spend time on offline events promoting or pushing sales. Use it instead to get to know people in your community and build a relationship with them.

9. Networking Events.

We don't usually think of networking events as client touch points, but they definitely can be. The people you meet at these professional events often will become clients once they get to know you well. And regardless whether they do or not, you should always be on-"message" and show them what unique value your company offers.

- For networking events, prepare a good "elevator speech" that demonstrates the value your company provides in 30 seconds or less. Use it when you introduce yourself to people who may be potential clients and/or referrers.
- Remember that not everyone at an event will be a future client. However, they all could become someone who refers clients to you!

10. Your Company Website.

There's every chance that your website will be the first point of contact a client will have with your business. You should spare no expense in making sure every detail is in place. For example, choose colors and other design features that are in keeping with your brand.

- Make sure that your website has a stellar FAQ. Brainstorm every possible question someone might ask and go through your communications to add real client questions.
- Create a navigation that's smooth and easy for clients to find whatever information they're looking for.
- Offer plenty of ways to contact someone through the site including a phone number where you always have an operator standing by.

11. Company Blog.

Your company blog is also important. Like your site, it may be the first place a person encounters your company. Your blog should offer valuable information and little or no promotion. This is a good chance to show that you understand your clients and can provide the helpful information they're looking for.

- On your company blog, write about topics that are of interest to your target market. If you're not sure what these topics are, do some research or ask them.
- All of your blog's content should be about providing tips and help to readers, not promoting. Save the promotions for later.
- Encourage comments and respond to every comment so that your readers know someone is listening. A blog is a form of two-way communication.

12. Social Media Content.

The content you post and share on social media, like the content on your blog and website, is important as a way to communicate with your clients. Each piece of content you share is an individual touch point and should be treated that way.

- Like your blog, social media content shouldn't be about promoting. Use it to try to engage people and get them to interact with you.
- Before you post anything, make sure it's appropriate and suitable for your brand. For a seamless client experience, your brand needs to be consistent in everything it does.
- Follow up on comments, questions, and other communications your social media content inspires.

13. Social Media Communications.

Communicating with clients through social media, whether directly through messages or indirectly through comments or likes, offers a wealth of touch point opportunities.

- Provide client service over social media. People use social media for everything these days, so why not? Let your clients know that they can contact you at any time on Facebook or Twitter with questions or concerns.
- Always stay "on-brand" when communicating on social media and apply your best client service practices to each communication.
- Make all of your social media communications authentic and personal.

14. The Sale.

Probably one of the most important touch points is the actual sale. It's an emotional moment for the client. It's also a moment where things could easily go wrong.

- Make sure that your online sales process is smooth and easy to understand, with support available.
- For face to face sales, focus on one thing only – making sure the client leaves feeling good about their purchase.

15. Your Products or Services.

Each product or service is a touch point with your client. You should continually seek feedback from your clients to determine how they feel about your products and what could be improved.

- Make sure that the client's expectations regarding what the product will do for them are clear so they're not disappointed.
- Use client feedback to make changes to products and services for the sake of their satisfaction, and let them know this is what you're doing.
- Maintain a high standard of quality and remember that one shoddy product or badly done service could ruin a relationship you've worked hard to build.

16. Email Exchanges.

Any time there is an email exchange between you and your clients, make sure they go away from the exchange feeling satisfied that you've met their needs.

- For any employees who interact with clients through email, ensure that there are solid protocols set about how they're to treat clients.
- Always reply to emails as quickly as possible. A prompt reply is important for a good client experience. If there's too long a delay, clients feel like you don't care.

17. Follow-up.

Your relationship with the client doesn't end with the sale. In order to build long-lasting relationships, you need to follow up with clients and continue to offer them value. In fact, the follow-up is in some ways more important than the initial sale or any touch point during the awareness stage.

- Have a follow-up system set up for after sales and use it consistently.
- Follow-ups shouldn't be more attempts to sell, although you can sometimes offer an upsell or down-sell. Instead, use them to say thanks, offer free content or other kinds of free help.

18. Ratings and Reviews.

Client ratings and reviews of your business offer an indirect touch point. This is not a touch point where you interact with your client, but where a client interacts with potential clients by writing a review. This is a form of word of mouth, so the best way to maximize this touch point is to offer very good service and make sure people who bought from you are happy with the experience.

- Encourage clients to leave good ratings and reviews.
- Make sure that your business is listed on all popular ratings and reviews sites that your clients are likely to use.

- Respond quickly to bad reviews by addressing the question and asking for clarity or more information so that you can make improvements. This shows that you care.

19. Support Calls.

When a client calls your company after a purchase with support issues, this is a very good chance to create a good client experience.

- Offer live chat through your website. Many people feel like it's a pain to call a business when you have trouble. Allow your clients to contact you anytime through chat instead.
- Make sure that the client feels totally satisfied and that their problem is completely solved by the time you get off the phone with them.
- Offer an 0800 number so that the client doesn't have to pay for support.

20. Billing.

Another post-purchase touch point which is too often overlooked is billing. How and when you send bills to your clients can contribute to the overall experience of dealing with your company.

- Make sure that all billing terms are clearly stated and easy for clients to find. If terms aren't easily understood, misunderstandings can cause a serious disconnect with client expectations.
- Establish a solid system for dealing with and resolving claims and disputes. Make sure it's all client-focused.

21. Data.

And finally, there's nothing that will impress you prospects and clients more than being able to remind them of or accurately recall minor details of interactions you've had with them in the past and there's nothing that will irritate them more and turn them off than getting important information about them wrong in your communications with them.

- Make sure you have in place an easy to use and easy to access contact/client database so that you can record details of all the interactions that you have with your prospects.
- Ensure that you train all the members of your team how to use your database properly so that your contact and client data is accurately maintained.
- Use all the data you hold within your various business systems to identify, monitor and track where all your clients and prospects are within their client journey with you and consistently ask for and record their feedback within your system in order to ensure you always know where you (and they) are.

An accurate, well-maintained and up to date database has been proven many times to significantly increase the value a business is ultimately sold for because the purchaser is able to clearly see how and where they can quickly add value to the existing client base.

Summary:

To create an ideal client experience, you need to consider every single touch point you have with your client from their very first awareness of your brand to the post-sale follow-up and beyond. This is how all the best and most well-known brands keep clients loyal to them.

Go back through this list and ensure that at each point, you're aiming to create a valuable, client-centered experience that exceeds their expectations and over-delivers on your promises.

APPENDIX:

CUSTOMER EXPERIENCE JOURNEY MAPPING TOOLS

Canvanizer



Canvanizer is a super easy-to-use mapping tool that allows you to input your information and convert it into a customer experience journey map with minimum hassle.

One of the strengths of Canvanizer is its focus on post-service aspects of the customer experience journey – something often neglected by such tools. You can also share your canvas URL with your team for easy collaboration.

Price: Free!

Notable Reviews: None available

TouchPoint Dashboard

TouchPoint Dashboard is a relatively in-depth customer experience mapping tool that allows you to not only put together a succinct overview of your customer journey, but also analyze and monitor the different aspects of it.

Although relatively expensive compared to other options, if your business is looking for the 'bells and whistles', Touchpoint Dashboard might be the way to go.

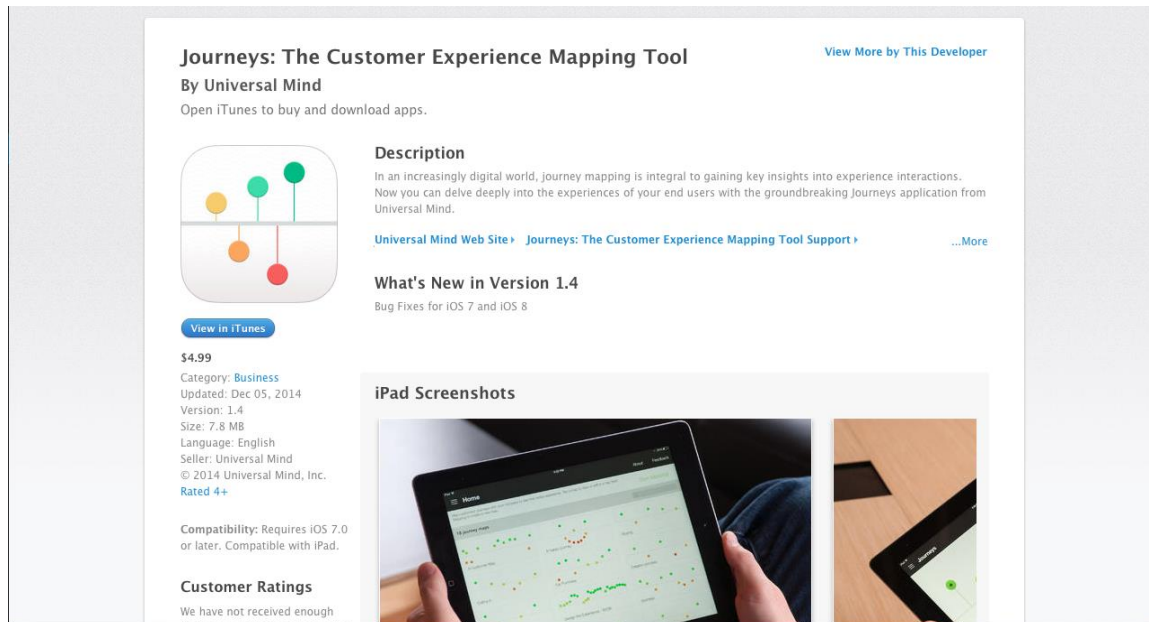
Price: \$75+ p/m. Free trial available

Notable Reviews:

"This collaborative and visual tool is bringing our customer journey mapping projects to a new level. It's enhancing our "Big Data Map" and "Company Touchpoint Blueprint" offerings." – *TNS Global; Peter Pirner*

"The Touchpoint Dashboard team was very helpful with getting us started on our project. The mapping tool is very easy to use, and it's helping us visualize and analyze our touchpoints." – *KBM Group; Kelly Rizner*

Journeys



Journeys, by Universal Mind, is an iPad application for experience mapping. The multiple functions of the app allow for interaction and collaboration with drag and drop features and user sharing.

Aesthetics are key with Journeys, which offers a beautiful end result.

Price: \$4.99

Notable Reviews:

"Journeys works fine for blocking out one's basic linear thinking behind a customer experience journey. But it needs better ways for incorporating real qual/quant data, add tiered rows for mapping to specific channels or touch points), of timing and notating emotion and "moments of truth," and above all of collaborating. It seems to me like it is only a "thinking in the field" app in prep for working out a final map in another software (like collaborating via Google Docs). This would be better if it could take it all the way, and would be worth a higher price." – *Quixotequest*

Adaptive Path



Adaptive Path is a customer experience mapping consultation firm that can apply expert knowledge and lots of experience to refining your business's journeys.

Naturally, the benefit of utilizing such a service is in the wisdom they have to offer, so Adaptive Path is recommended for those small business owners who have little time and existing knowledge to hit the nail on the head right away.

Price: Varies according to consultation

Notable Reviews: Unavailable

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As well as being able to build in-depth and easy to understand journey maps, with Smaply you can also create personas to keep track of your customer profiles.

Smaply has a very smooth and clean interface which makes for a nice aesthetic final product.

Price: €25+ p/m. Free trial available

Notable Reviews:

“A great tool to create professional customer journey maps at Jam speed.” - *Global Service Jam; Adam Lawrence*

OTHER TOOLS

Whiteboards

You can simply draw your map on a whiteboard and erase and re-write as you change things. The downside is that you can't easily move things around or save previous work.

- [Realtime Board](#)
- [A Web Whiteboard](#)
- [Twiddla](#)
- [Stormboard](#)

Post-It Notes

Some people prefer to map their customer's experience first by writing each individual experience on a post-it note, sticking it to a wall and then moving the pieces around. It's a very easy way to collaborate with others and is great for the 'hands-on' feel. However, you then have to record it all in a document

- [Note.ly](#)
- [Post-It Plus App](#)
- [HottNotes](#)

Mind Maps

There are free mind mapping tools, such as Freemind, which can help with mapping the customer experience. These are especially useful at the initial brainstorming level. However, they won't be as easy to use for showing the flow of the journey.

- [FreeMind](#)
- [Bubbl.us](#)
- [MindMup](#)

You can also collaborate with others to create your map using something like a Google Docs spreadsheet. Just create different columns and row for different types of experiences or stages of the journey.

- [Google Docs](#)

Flowcharts

Another option for mapping journeys and keeping track of the process, flowchart tools online are a great way to get it down on paper. A lot of tools also allow for collaboration to keep things current and make sure everyone is on the same page.

- [Draw.io](#)
- [Giffy](#)
- [Lucidchart](#)

About the Author:



Do you ever feel uncomfortable when you're trying to sell your services and wish that there was an easier way to attract new clients?

If you're thinking "Yes, I do!" don't worry, because you're not alone.

Many other professional service providers feel the same way because their expertise is in the service that they provide rather than in the selling and marketing of it.

But just imagine for a second, how much more you would earn if clients were constantly seeking you out rather than you wasting time having to chase them.

In case our paths haven't crossed before, my name's Tim Dodd and I call myself a CRM Process Mechanic, which probably won't leave you any the wiser.

CRM stands for Contact Relationship Management and what I do is help business owners and professional service providers automate their key follow-up and relationship building processes so that they're able to spend more chargeable time working with their perfect clients and waste less non-chargeable time selling because they only get to talk with their ideal prospects.

If you'd like to have a friendly chat about how you can do this you might be able to make your CRM processes more productive and profitable then why not book a free online consultation with me. Just head over to

www.3dconsultingservices.com/call and find a time that's convenient for you.

Simple as that!

I look forward to speaking with you soon and to helping you automate some of your key business processes so that you free up more time to make more money doing what you do best.

Tim