

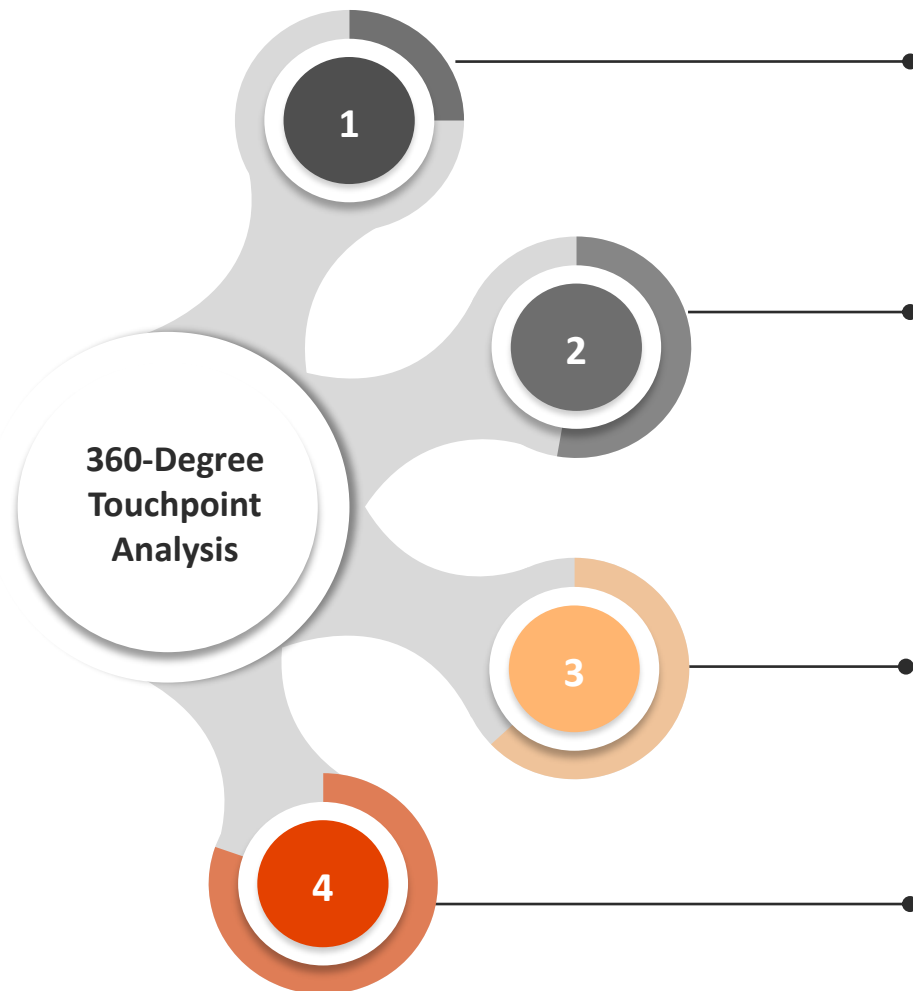


360-Degree Touchpoint Analysis

Understand customer journeys – Invest optimal – Communicate targeted



A 360-Degree Touchpoint Analysis as well as an optimal Touchpoint Management should be on the agenda of every company.



Initial situation

Companies deploy more and more touchpoints. Furthermore, the buying behaviour of customers gets more complex than it used to be. In addition, companies have to measure and steer the relevance and performance of its touchpoints in order to stay competitive.

Target

The 360-Degree Touchpoint Analysis of WATC allows the determination of touchpoint relevance and touchpoint performance, of emotions and moments of truth within the customer journey, of relevant communication messages as well as a unique segmentation on the basis of touchpoint usage.

Approach

The project will last about three months and comprises four steps. First, the initial situation will be reviewed followed by a customer survey regarding relevant touchpoints. Afterwards, the results will be evaluated and modelling tools will be provided to those responsible.

Project results

You will receive a Touchpoint Management Framework for touchpoint systemization, a system for target generation (contentwise and financially), a Playbook for overview reasons and change measures as well as a roadmap for implementation.

Various environmental changes necessitate a 360-Degree Touchpoint Analysis for companies.

Changes in buying behaviour of customers

More and more customers belong to the group of “Smart Shoppers” who distinguish themselves by a multi optional buying behaviour.

Source: http://www.coremedia.com/linkableblob/view/-/45136/data/4/-/_8jh2y fz/-/White-Paper-Shopping-2016.pdf

Companies use more and more touchpoints

During the last five years, the average number of touchpoints used by companies increased by 30%.

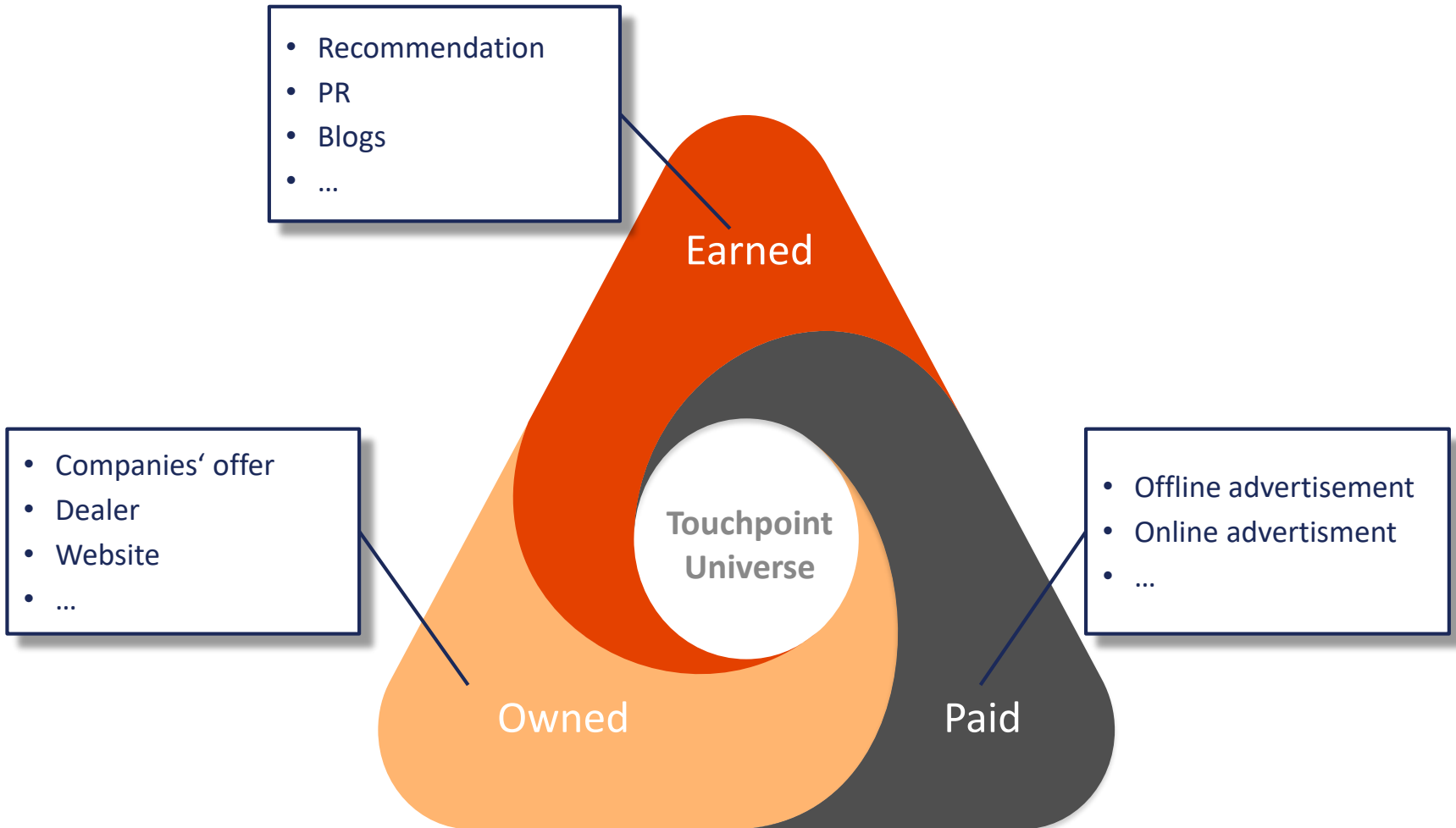
Source: <http://www.absatzwirtschaft.de/neue-studie-die-herausforderung-und-der-status-des-customer-touchpoint-managements-90397/>

Alignment between online and offline touchpoints is a challenge

Most companies do not yet optimally align online and offline touchpoints for its customers.

Source: <https://hbr.org/2013/09/the-truth-about-customer-experience>

You need to find out which touchpoints perform best, which ones have weaknesses, and how you can win as much earned touchpoints as possible.



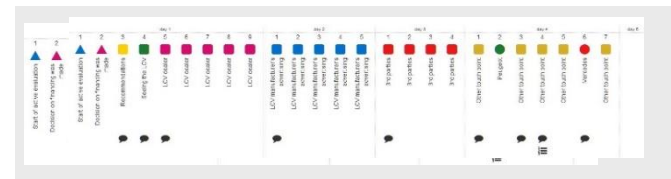
Process:Genie is an in-house software of WATC to measure customer journeys and the performance and relevance of single touchpoints.



What was the reason for starting the process? Leasingende - neues Fahrzeug

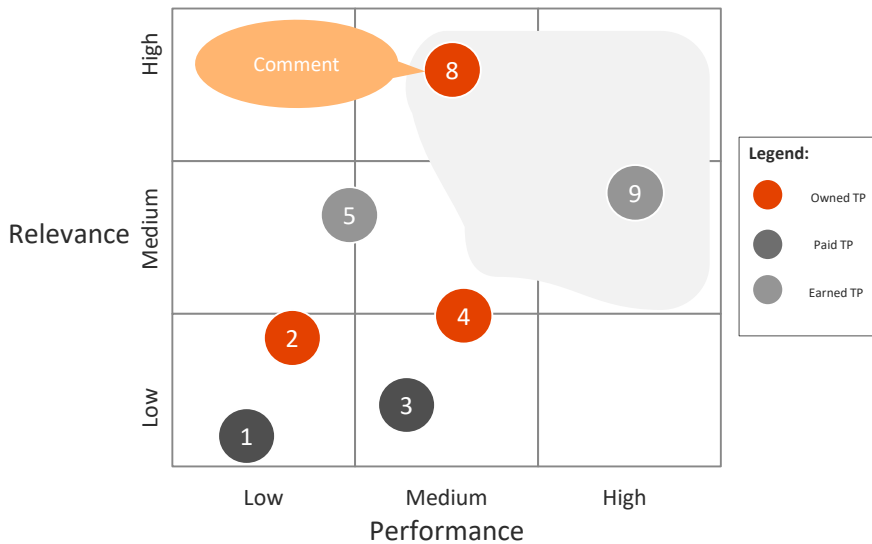
How long has the overall process been? 17 days

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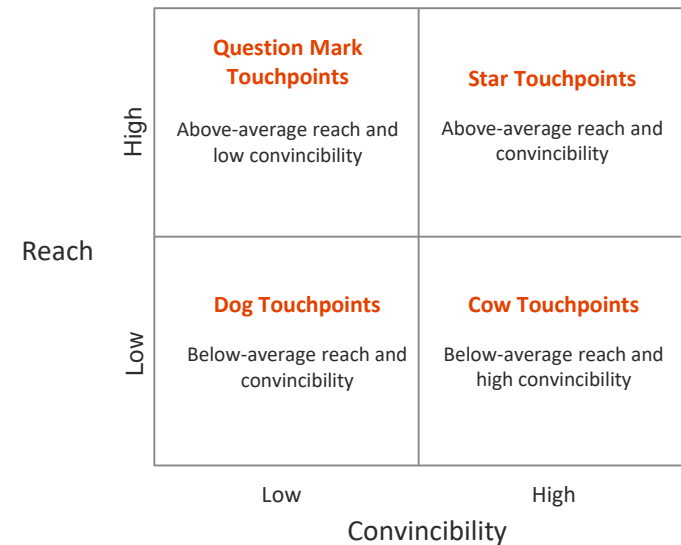


With the 360-Degree Touchpoint-Analysis various analyses of single touchpoints can be performed and thus a more targeted composition and budgeting will be possible.

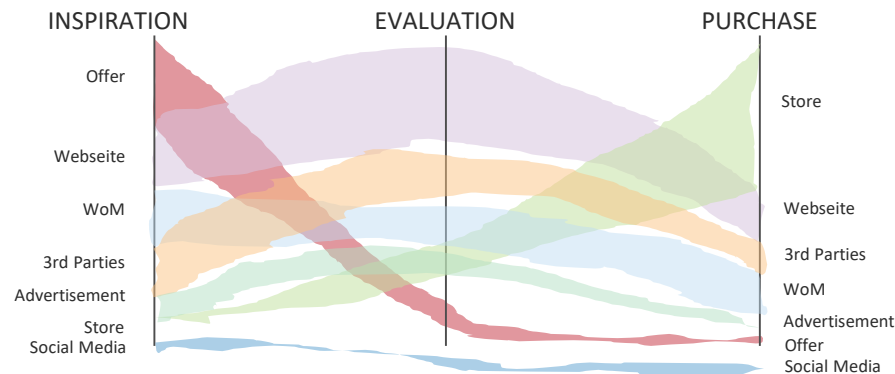
1. Relevance and Performance



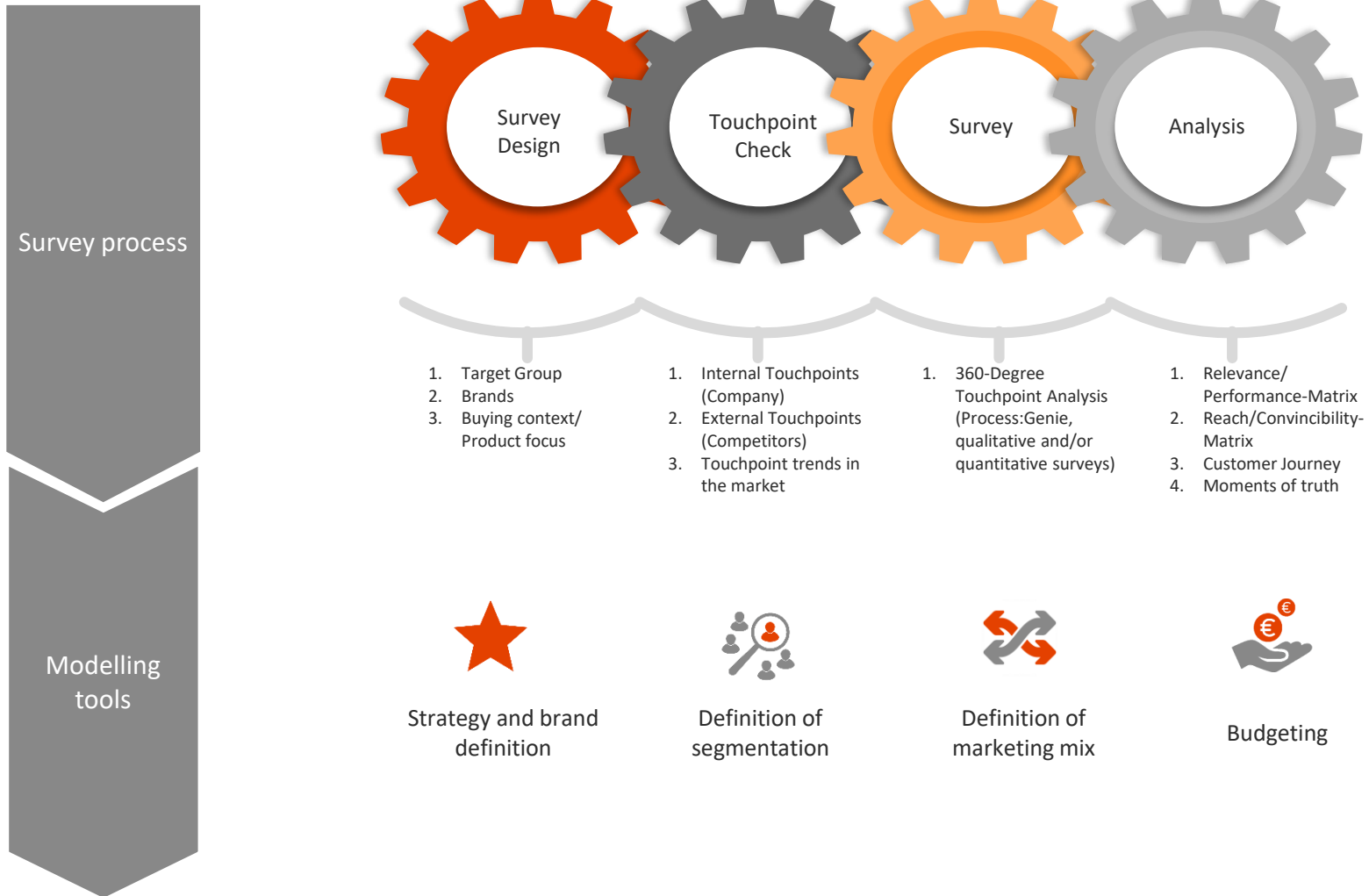
2. Reach and Convincibility



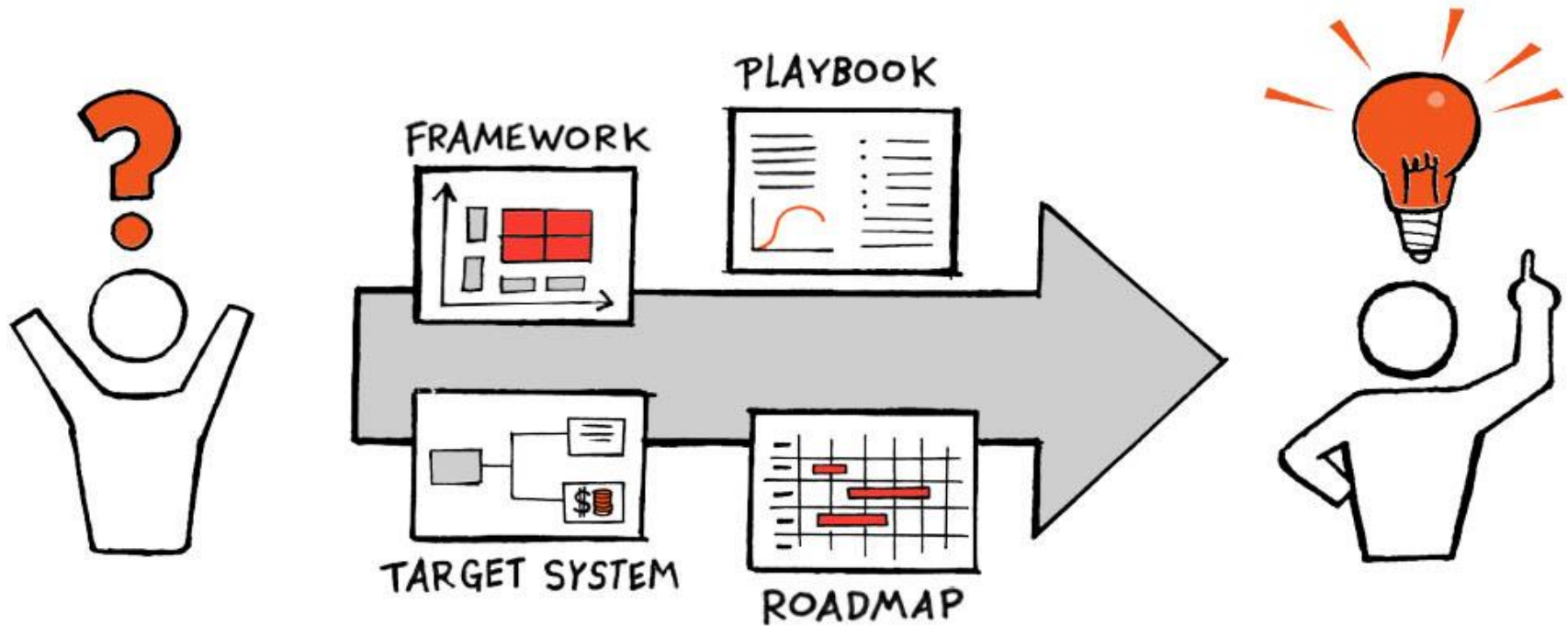
3. Touchpoint relevance in the single phases



To optimally answer questions within the organisation, different modelling tools will be provided to those responsible.



Our clients receive four relevant tools to improve their Touchpoint Management.



Framework

You will receive a model to structure and manage your Touchpoints.

Target System

You will receive a target system for the single touchpoints regarding a content-wise and financial configuration.

Playbook

You will receive the results at a glance for all the employees of the organisation for everyone to understand how to manage each touchpoint.

Roadmap

You will receive a plan on how each touchpoint has to change in order to be more successful.

WATC

WHAT ABOUT THE CUSTOMER



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