



MULTI-CHANNEL EXCELLENCE :

HOW TO UNLOCK THE FULL POTENTIAL OF CUSTOMER INTERACTIONS

Every day your customers are faced with more and more vendors offering more and more choices. This means that every day those same customers need to be reminded why they should continue to do business with you. Even so, many companies don't have a clear picture of all the ways they touch their customers, much less the ways that others do so on their behalf. Yet touchpoints are the front line when it comes to delivering customer experience. One key component in improving the customer's experience is an accurate idea of the customer journey. A customer journey illustrates a customer's path through their shopping experience and how they interact with your brand, platforms, and products. Customers experience your brand in numerous ways: products, packaging, price, marketing, sales personnel, etc. Each of these contacts or touchpoints molds the customer's impression of the brand. This affects all companies today – independent of industry or size – in terms of their strategy, structure, culture and processes.

Success potentials and opportunities often remain unused because many touchpoints today aren't even on the radar of companies, or their impact is incorrectly judged from an internal perspective. This is particularly the case for so-called "earned touchpoints". Earned touchpoints are created and distributed by different stakeholders without direct input from the company. For example: recommendations in social networks, test reports or price comparison portals.

Without an understanding of your touchpoints, you cannot improve customer experience

Touchpoints can be segmented into four main categories at which your brand is having a relationship with your customer:

- Influencing Touchpoints: Those interactions with your brand that indirectly drive business to or away
- Pre-purchase Touchpoints: Information gathering, decision-making process – online, offline etc.
- Purchase Touchpoints: geared towards moving customers who are only considering your brand to actually purchasing it

· Loyalty Touchpoints: All the interactions that are leveraged after the sale to help maximize the total brand experience.

Each of these touchpoints can cover a multifaceted spectrum of elements, e.g. media, sales channels etc. Each represents a powerful opportunity to help you attract, keep and engage more customers so that you can grow your business. Successful organizations recognize that multi-channel customer service excellence significantly impacts operational efficiency and delivers superior customer service in their contact centers and throughout their business. Yet even if your customer experience strategy is well defined, the implementation of that strategy is dependent on your knowledge of exactly what your touchpoints are, and how well those touchpoints meet customer needs.

Our experienced multi-channel experts can support your management to get closer to your customers and provide superior service throughout the entire, multi-channel customer journey. This gives you a strategic tool to ensure every interaction a customer has with your organization is as positive as it can be.

A Selection of our starter offers covering the topic "Multi-Channel Excellence"

Quick-Check Multi-Channel-Readiness

In this one-day workshop we conduct a thorough business review together with your management and executive staff. We identify your organization's individual multi-channel readiness based on criteria such as understanding customer needs, showing competence in ecommerce, applying efficient processes and systems. This can serve as an occasion for a strategic stocktaking and course adjustment.

Multi-Channel-Excellence Inhouse-Seminare

We offer tailored in-house seminars for businesses wishing to inform themselves on the potential of multi-channel approaches. We help the management to continuously improve employee performance and optimize service, sales, and marketing.

MFB Resultants – We deliver results.