

Touch-Point Card

Touch-Point: _____

Who is responsible for this touch-point? _____

Action Step: _____

Resources: _____

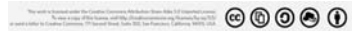
Timeline: _____

What is the customer reaction? (Think 5 senses: Touch, See, Hear, Smell Taste)

Ideas: _____

Communication: _____

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At-One is **WHAT** we are trying to accomplish:

- A ACTORS who together can provide improved services
- T Orchestration of TOUCH-POINTS to provide innovative services
- O Developing new OFFERINGS aligned to brand strategy
- N Understanding customer NEEDS how new services can satisfy them
- E Designing customer EXPERIENCES that impress the customer

AT-ONE Project ...www.service-innovation.org

ARTIC elements to perform a Touch-point:

- A Action Steps are tasks that need to be completed.
 - start with a verb: Call, Send, Post, Follow up
- R Resources required to perform action steps: Files, sketches, Forms
- T Timeline to coordinate actions and resources needed.
- I Ideas that you want to come back to later, but are not yet actionable.
- C Communications (Problems, feedback, decisions, training).

Source of inspiration...Action Plan Method @ www. Behance.com

Identify Journey with Pre and Post Touch-points



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