

CLIENT TOUCH POINTS

How can you streamline the process

Touch point	What process is currently used?	What frustrations does this cause? How long does it take?	What could be done to simplify and streamline the process to save time?
Website	<i>Prospect visits site and calls for info</i>		<i>Add enquiry form – collect as much detail as possible</i>
Marketing material			<i>Add QR code directing to enquiry form</i>
Email enquiry	<i>Phone prospect to gather more information</i>		<i>Respond with enquiry form to gather information</i>
Phone			
Point of sale			
Payment			<i>Create easy one click payment process</i>
After sales	<i>Phone client to check happy with everything</i>		<i>Set up automated emails to be sent with relevant information</i>
Problems			
After sales – new product / service			<i>Set up automated emails to be sent with relevant information</i>

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Website			
Marketing material			
Email enquiry			
Phone			
Point of sale			
Payment			
After sales – first week following purchase			
Problems			
After sales – follow up new product / service			