

“The Touchpoint Mapping Diagnostic quickly shows you which touchpoints work, which don’t, and how your investments align with customer expectations and needs.”

The Touchpoint Mapping Diagnostic

MCorpConsulting 

See your touchpoints from the outside in.

Touchpoints are often created and inventoried in silos such as sales, marketing and customer service. But customers don’t think or interact through the lens of an organizational chart.

For organizations to make good decisions, they must first objectively see themselves from the outside in, as well as from the inside out.

The Touchpoint Mapping Diagnostic.

Through the lens of a Touchpoint Mapping Diagnostic, you can see how various touchpoint types meet customer needs. What’s effective versus wasted? Appreciated or frustrating? On-message or coming from left field?

To diagnose your brand, we gather performance data and insights from your customers and your company, and illuminates the major gaps and disconnects between internal and external perspectives.

Get the data you need to better understand—and meet—customer expectations.

The core of the Touchpoint Mapping Diagnostic is a series of online surveys and data analytics based upon the proven, proprietary Touchpoint Mapping® methodologies developed by MCorp Consulting.

The Diagnostic provides multiple insights including:

- Needs and Wants: What are customer needs, and how well are your touchpoints meeting their expectations?
- Disconnects and Gaps: Are there disconnects between internal beliefs and customer perceptions of which types of touchpoints work best? What are the gaps between expectations, performance and investment that can affect your business?
- ROI: Are you investing appropriately in the types of touchpoints that are most effective at meeting customer expectations and needs?

The Touchpoint Mapping Diagnostic delivers measurable results.

The Touchpoint Mapping Diagnostic illuminates gaps between what you think is working and what’s actually working.

Most important, it provides you with Action Insights to help you see what works and what doesn’t, and fix it. Closing gaps can lead to reallocation of marketing investments, better ROI, and greater loyalty through delivery of an improved customer experience.

MCorp Consulting is a research, brand and strategy consultancy that maps and improves the touchpoints between organizations and their customers, delivering better brand, marketing and customer experiences. Online at www.mcorpconsulting.com.

The Touchpoint Mapping Diagnostic: Aligning internal views of what you think works with what customers say really does work, and giving you the insights you need to improve touchpoint management, delivery and ROI.

The Touchpoint Mapping Diagnostic is comprised of three primary steps.

Step 1: Internal Perspectives

Internal surveys capture your business goals, budget allocation across touchpoint types and where you think you get greatest value.

Step 2: Customer Perspectives

Customer surveys capture and rate what touchpoint types most influence customer behavior—and if they're influencing desired behavior. It illuminates where touchpoints outside your control drive customers away, and which can improve—or sabotage—the customer experience.

Step 3: Analysis, Findings and Recommendations

Delivered as an easy-to-understand, actionable report, the Diagnostic will help you immediately improve your customer experience and drive better marketing mix allocation.

The benefits to your organization can be significant.

In about four weeks you'll have an actionable understanding of key gaps between customer expectations and your performance and effectiveness.

A touchpoint diagnostic can lead to better allocation of marketing investments, improved ROI, and greater loyalty through delivery of an improved customer experience.

How can your organization benefit from a touchpoint diagnostic?

Call 866-526-2655 or email mapping@mc Corp Consulting.com to find out.

Snapshot: The Touchpoint Mapping Diagnostic

WHAT

The engagement includes a series of online surveys and data analytics, based on MCorp's proprietary Touchpoint Mapping methodology.

HOW LONG

It takes about four weeks from start, to final performance assessment, to definition of key areas for improvement.

VALUE

Tailored to fit your organization and driven by your needs, the Touchpoint Mapping Diagnostic looks at types of customer-facing touchpoints through the lens of your customers' expectations.

Analysis tells you how well you're delivering against these expectations, providing top-level assessments of your performance, and identifying key areas for improvement.

DELIVERABLES

- Completed surveys for up to 10 management team members and 250 key customers;
- Key findings and directional insights;
- Assessment report and performance scores;
- Quick map of perceptual gaps and disconnects;
- Action Insights: immediate quick fixes for ROI and experience improvement;
- Opportunities and obstacles report.