

**“The Touchpoint Mapping Workshop gives your organization the information, data and tools to deliver and sustain an improved customer experience.”**

## The Touchpoint Mapping Workshop

MCorpConsulting 

### **Learn how your touchpoints affect your customer experience, and get the data and tools to improve it.**

Organizations often have good intentions—but not the data or the tools—to identify and eliminate customer experience disconnects. That’s why many turn to MCorp Consulting.

Our Workshops enable organizations to assess the effectiveness of current systems against customer-defined expectations, and understand how strategies align against best practices for experience delivery.

### **The Touchpoint Mapping Workshop.**

Your team will see tangible benefits as they better understand customer perspectives. You will also see how current marketing and service investments may be realigned across your marketing mix to drive greater ROI and better influence desired customer actions.

### **Transform the way your team manages the touchpoints that drive customer experience.**

Information and insights gathered through the Touchpoint Mapping Diagnostic provide the foundation for the half-day Workshop. Based on MCorp Consulting’s proven Touchpoint Mapping® methodologies, the many benefits of the Workshop format include:

- Clarity, alignment and commitment among team members;
- A common vocabulary and organizational understanding of the key concepts that define customer experience improvement;
- Greater understanding of which touchpoints are delivering a great experience and driving measurable return on your investments;
- An action plan for improved delivery of the touchpoints that drive exceptional customer experience over time;
- Benchmark performance metrics against which to measure your progress.

### **The Touchpoint Mapping Workshop delivers real outcomes.**

The Workshop is a data-driven, educational and highly practical on-site session. Incorporating customer and company performance data and insights gathered in your touchpoint diagnostic, the Workshop creates alignment and commitment among team members, and drives creation of an action plan for improving the touchpoints that drive customer experience.

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**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](http://www.mcorpconsulting.com).

# The Touchpoint Mapping Workshop: Leveraging the Touchpoint Mapping Diagnostic to help you understand what customers value, and give your team a framework to drive better touchpoint management and delivery.

## The Touchpoint Mapping Workshop is comprised of four primary steps.

### Step 1: Touchpoint Mapping Diagnostic

The core of the Workshop is the data delivered by the Survey, based on MCorp's proprietary Touchpoint Mapping methodology.

### Step 2: Curriculum Development

Driven by your needs, Workshops are customized for your organization, based on actionable data from your customers and your company.

### Step 3: Onsite Workshop

Led by senior MCorp Consulting partners, the fast-paced, outcome-oriented, half-day Workshop drives immediate insights into performance gaps, and provides you with a plan to close them.

### Step 4: Ongoing Support

MCorp consultants provide follow-up support and strategic guidance for 30 days following the Workshop.

## Deliverables include:

- Team understanding of the foundations of customer experience mapping and touchpoint improvement;
- Review of your Customer Relationship Lifecycle, and how touchpoints are helping (or hindering) your customers;
- Examination of performance gaps and analysis of your experience metrics;
- Analysis of existing experience delivery systems and desired outcomes;
- Review of relevant best practices from leading firms;
- Defined action steps for customer experience improvement;
- Articulated performance benchmarks and metrics for driving desired business results;
- Follow-up support as you implement your experience improvement plan.

## The benefits to your organization can be significant.

In about six weeks we will complete a touchpoint diagnostic and conduct the Touchpoint Mapping Workshop. These will directly help you to identify and deliver on the ideal company experience for your most valuable customers.

More important, your team will have the tools it needs to measure, manage and control a continually improving customer experience over time.

## How can your organization benefit from a Touchpoint Mapping Workshop?

Call 866-526-2655 or email [mapping@mccorpconsulting.com](mailto:mapping@mccorpconsulting.com) to find out.

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## Snapshot: The Touchpoint Mapping Workshop

### WHAT

This half-day Workshop at your location is based on findings from a Touchpoint Insight Survey, and tailored for your organization.

### HOW LONG

In about six weeks, an engagement includes delivery of the Touchpoint Mapping Diagnostic, analysis of results, development of a customized curriculum, and an onsite Workshop.

### VALUE

Driven by your needs, the Touchpoint Insight Workshop leverages actionable data from your customers and your company. Through an evaluation of current customer experience and best practices of others, you'll learn specific ways to drive a great customer experience, and develop and implement an action plan that will enable your organization to deliver and sustain ROI-driven customer experiences.

### DELIVERABLES

- A completed Touchpoint Mapping Diagnostic including findings, metrics and assessments;
- A customized Workshop curriculum and improvement model tailored to fit your specific needs;
- A half-day, onsite Workshop led by senior MCorp Consulting partners;
- An action plan for delivery of the touchpoints that drive exceptional customer experience over time;
- 30 days of follow-up support.