



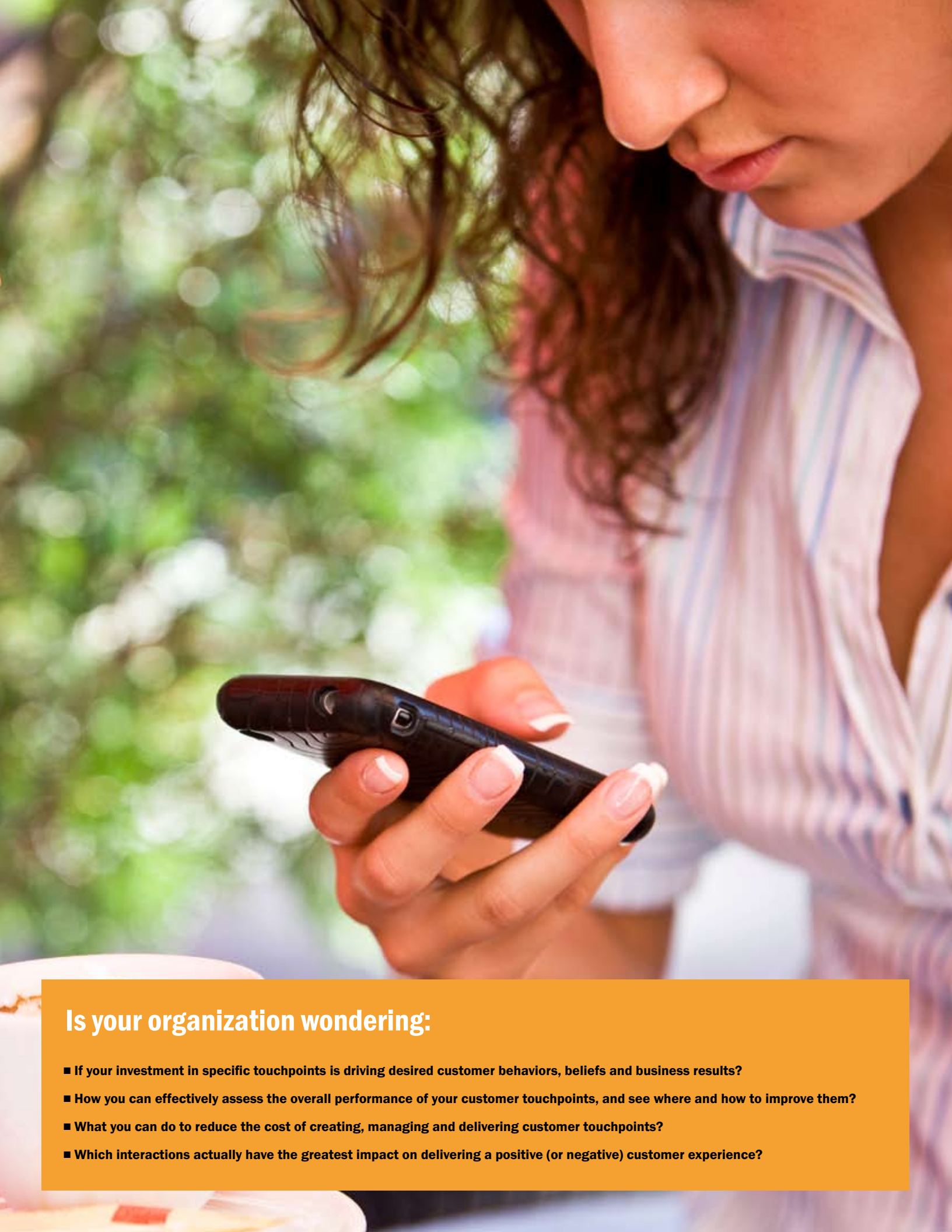
“Touchpoint Mapping helped us clearly see servicing problems we didn’t even know we had. Closing the gaps has improved customer experience and boosted SME sales internationally.”

Fortune 100 Software Company

Touchpoint Mapping®

MCorpConsulting 

Quantify those touchpoints that have the greatest effect on your bottom line and see where and how to prioritize, and improve them.



Is your organization wondering:

- If your investment in specific touchpoints is driving desired customer behaviors, beliefs and business results?
- How you can effectively assess the overall performance of your customer touchpoints, and see where and how to improve them?
- What you can do to reduce the cost of creating, managing and delivering customer touchpoints?
- Which interactions actually have the greatest impact on delivering a positive (or negative) customer experience?

Add, fix or remove touchpoints based on how well they work, and reduce cost, increase acquisition, and boost retention and purchase activity as a result.

Quantify and understand your touchpoints from the outside in, and the inside out.

Cumulatively, touchpoints form the foundation of your relationship with your customers. As a result, touchpoint performance is critical to the quality, effectiveness and profitability of customer relationships.

But one of the greatest challenges marketers face today is the lack of a vantage point from which to view their touchpoints.

Touchpoints are the basis for every interaction your customers experience during their relationship with your company.

The constantly changing space between you and your customers is comprised of the places where you “touch,” or come into contact with your customers. They are the foundation of customer experiences and relationships. In terms of perception, your organization is the sum of your touchpoints.

The challenge? Understand all your touchpoints. Control those you can. And influence what you cannot control.

Touchpoint Mapping boosts touchpoint performance.

By mapping touchpoints, you can see how effectively they move audiences closer to you, through the stages of the Customer Relationship Lifecycle.

Do they meet the needs of your customers? Are they deployed effectively? What perceived value do your customers ascribe to them? Are they in alignment with your corporate objectives and strategies?

By measuring touchpoints, you can assess which ones work best, which don't and why. And make them work better.

Organizations seek out MCorp to improve the touchpoints that drive customer experience.

In almost every case, we unearth findings that startle clients. What's surprising is where issues occur, and how substantial the benefits can be. What if:

- Ineffective or redundant touchpoints are costing your organization millions of dollars.
- A single touchpoint alienates your best customers, resulting in lost revenues.
- Improving a series of touchpoints could boost key sales metrics.
- Adding a single touchpoint could address a previously unknown customer need and significantly increase key loyalty metrics.

Touchpoints occur along the Customer Relationship Lifecycles unique to your business.

Touchpoints are the key for driving and understanding how audiences move through from awareness to usage, usage to satisfaction, and satisfaction to loyalty and advocacy.

Simply put, effective Touchpoints move customers closer to your organization. Ineffective Touchpoints push customers away. Do you know how well your touchpoints are working?

Touchpoint Mapping® is a proprietary research methodology that measures the impact of individual touchpoints on your customers, and your business.

Touchpoint Mapping will help you better understand, measure and improve touchpoint performance.

For most organizations, between hundreds and thousands of individual touchpoints exist—planned and unplanned, positive and negative, controlled and uncontrolled. Wouldn't it be enlightening to have a lens that helps you identify, understand and prioritize them?

This is where Touchpoint Mapping comes in. By measuring touchpoints through this precise analytical lens, you can assess which ones work best, which don't and why. You'll have the actionable data and insights you need to add, fix or remove touchpoints based on how well they work, and the ability to reduce costs, increase acquisition, and boost retention and purchase activity as a result.

Four ways that Touchpoint Mapping can help boost your bottom line. What if you could:

Improve the touchpoints that drive customer experience and business results.

When you see your efforts as plot-points on a map, successes and shortcomings become clear.

Touchpoint Mapping helps organizations improve touchpoints by defining these and other key perspectives:

- **Disconnects:** Are there disconnects between internal and customer perceptions of individual Touchpoint efficacy and value?
- **Redundancies:** Do Touchpoints overlap in function, objective or perceived value?
- **Gaps:** Do gaps in Touchpoint deployment exist that inhibit the movement along the Customer Relationship Lifecycle?
- **Needs and Levers:** Are customer needs within each Customer Relationship Cycle stage being addressed, and are the levers driving movement to subsequent stages?
- **How well are your Touchpoints meeting those Needs and Drivers?**

1.

Remove just a few touchpoints that have a negative impact on purchase activity, and get more new customers every day.

2.

Find the specific touchpoints that are most effective at influencing your Net Promoter Score® (NPS), and roll them out across your organization to boost loyalty by 20 or 30 percent.

The benefits to your organization can be significant.

Touchpoint Mapping will provide a significant, positive shift in how you think about—and deploy—future touchpoints, and positively impact customer experience for years to come.

Find the opportunities hidden in your Touchpoints.

MCorp delivers customized Touchpoint Mapping through research and consulting engagements, workshops, surveys, and ongoing performance monitoring.

If you think that smarter, better and faster touchpoints might be of value to you, then you are already on the road to better results.

3.

Add a new service touchpoint to addresses a need you didn't know customers had, and drive up to 30 percent more repeat purchases a year.

4.

See that 4 touchpoints (including 2 mailed letters) can be served by 1 email, and save massively on postage and printing fees.



Static, human and interactive touchpoints define your brand, and drive your customer experience. Touchpoints occur every time customers come into contact with, or 'touch' your brand, and anything associated with it. Individually and in groups, these touchpoints define the landscape between the customer's world and yours.

You can identify and prioritize which touchpoints have the greatest impact on your customer lifecycle, and your bottom line.

Better understand, measure and improve touchpoint performance.

By mapping touchpoints, you can measure how effectively your investments support overall strategies and objectives, and how well they do—or don't—meet the needs of your customers.

We can help you understand touchpoints relative to:

- How effectively they drive desired behavior (such as acquisition, usage and loyalty) or related metrics;

- Disconnects that exist between internal and external perceptions of touchpoint performance and value;
- Gaps that inhibit customer movement through the relationship lifecycle;
- Customer needs within each stage of the lifecycle and the ability of touchpoints to motivate progression;
- Costly redundancies that drain financial and human resources.

Touchpoint Mapping delivers powerful, actionable results.

One client saved over \$500,000 annually in postage, by eliminating a single redundant touchpoint. Another increased software upgrades by more than 25 percent, driving tens of millions of dollars in additional revenue. Others have increased retention, boosted loyalty, and increased acquisition.

What might it do for you?

A powerful research and analytical tool, Touchpoint Mapping® analyzes your touchpoints and ranks them based on how well they influence your customers.

Touchpoint Mapping typically encompasses four steps.

Step 1. Objectives Definition

What are your objectives? Where do you feel you are winning—or losing—relative to your customers and your competition?

Step 2. Touchpoint Definition

Primary, qualitative research of internal and external audiences serves to codify insights, perceptions and attitudes about the touchpoints encountered by key audiences.

Step 3. Touchpoint Assessment

Quantifies values and helps optimize individual and aggregate groups of touchpoints through statistically projectable data.

Step 4. The Touchpoint Map

Comprehensive analysis provides you with clear, actionable recommendations and touchpoint insights.

Deliverables can include:

- Identification and understanding of individual and groups of touchpoints;
- Importance and prioritization of touchpoints relative to their ability to drive desired behavior (for example, retention, loyalty, repurchase, etc.);
- Net performance of touchpoints in driving desired behaviors;
- Video verbatims, which allow you to see and hear the voice of the customer, bringing data to life;
- Elimination of gaps and redundancies between touchpoint performance and desired results;
- Integration of touchpoints and touchpoint-related investments into the overall marketing mix;
- Measurement and improvement of touchpoint performance over time;
- ROI analysis and optimization of touchpoints relative to their ability to drive desired customer behavior and business results.

How can your organization benefit from Touchpoint Mapping?

Call 866-526-2655 or email mapping@mcorgconsulting.com to find out.

Success Brief: Telecom reduces cost and increases customer satisfaction by consolidating underperforming touchpoints.

Small-business customer experiences improve for a Fortune 30 Telecom, while identifying and eliminating redundant Touchpoints saves over \$573,000 in the first year.

Challenge: First 60 days of service for small business customers falls well below expectations, hurting upgrades, cross-sell and retention.

Approach: Research diagnoses customer interactions and defines optimal experiences by finding paths and identifying touchpoints encountered.

Findings: 47 touchpoints, with many redundant and underperforming touchpoints driving negative customer experiences.

Recommendations: Prioritize, eliminate consolidate and optimize touchpoints, focusing on the 8 touchpoints most encountered in an optimal customer experience.

Results: Significant cost savings, dramatic ROI, and a radically improved customer experience.

Accurate, powerful and actionable touchpoint data will help you improve your bottom line.

SERVICES

Touchpoint Mapping®

- Customized touchpoint research and consulting engagements based on your specific goals, challenges and situation

Touchpoint Mapping Diagnostics

- Cost-effective diagnostic assessment of touchpoint performance and prescriptions for improvement

Touchpoint Mapping Workshops

- Team-oriented training and action plans for ongoing performance improvement and monitoring

DELIVERABLES

- Precisely quantified Touchpoint Map, supported by statistically projectable data and proprietary analytics
- Online surveys and action plan, including map of disconnects and immediate insights for quick fixes
- A Touchpoint Mapping Diagnostic and analysis, a half-day onsite Workshop and 30 days of follow-up consulting

All of our services can be specific to or inclusive of business objectives (including M&A, expansion, market penetration, acquisition, retention etc.) business units or product groups, tactical communications (including behavior change and crisis communication) and audience segmentation (such as employees, customers, potential customers, investors, industry analysts, etc.)

MCorp Consulting

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MCorpConsulting 

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.

Touchpoint Mapping[®], Brand MappingSM and Loyalty Mapping[®] are proprietary research and analytical tools for brand marketers that take the guesswork out of decision making with proven, actionable and accurate data.