# SHAPE
BETTER SERVICES

NAME
Touchpoint Analysis

SOURCE
Public Domain

INTRODUCTION

A touchpoint analysis filters and measures all relevant contact points from the target user's view. Touchpoint management allows you to optimise all interactions with existing and potential new users, internal communications and process management. For more information about the touchpoint analysis, have a look at the "Identify" stage in the Shape resource.
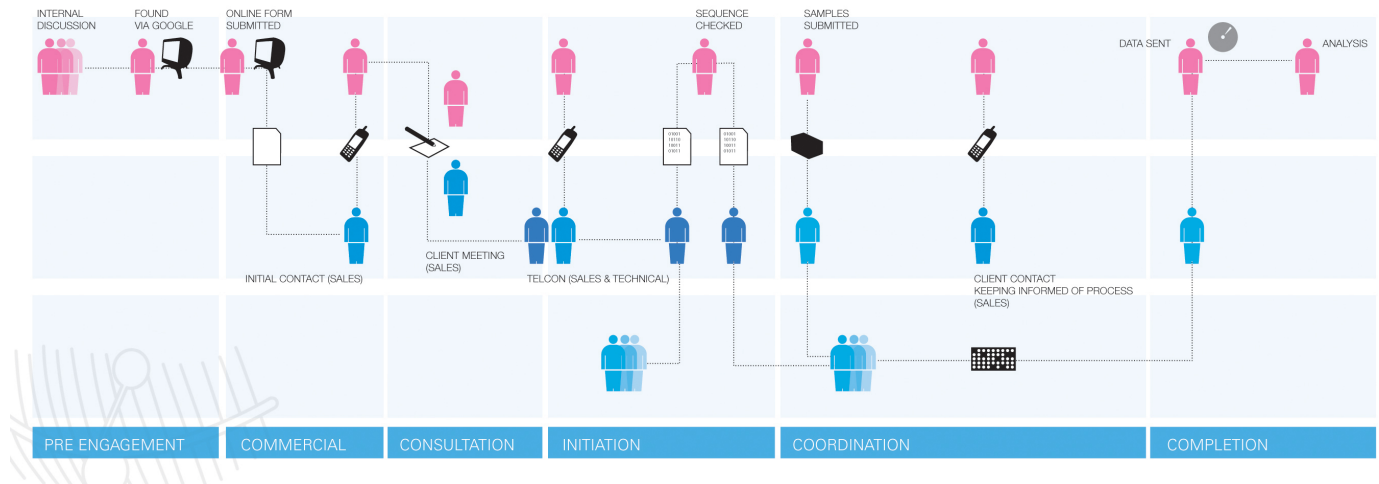
NOTES

A touchpoint describes the interface of a product, service or brand with customers/users, non-customers, employees and other stakeholders, before during and after a transaction.

A touchpoint analysis and assessment provides an organisation with a critical baseline from which it can start to evaluate itself through the eyes of its users and make small improvements to enhance the user experience.

The approach is simple and relies on using proven process-analysis techniques to see your organisation through the lens of your users. Although the process is straightforward, executing it well is far more complex. It requires listening to your users despite receiving feedback that might challenge internal beliefs, and then aligning the organisation around changes that will improve the user experience.

Outlines of approach to assessing and managing user experience across all your touch points:

1. Baseline your performance

User touch-point projects should begin with a review of the user insights you already have and a map of user interactions to understand where data collection is still needed. Gather supplemental data through various research methods, such as direct interviews, short post-event surveys, etc. The key is to ensure that the baseline assessment not only collects the relevant information on users' needs and expectations at every stage in the user lifecycle but also seeks to objectively measure how well each interaction adds to or subtracts from brand value. Are you delivering a consistent and relevant experience?

2. Analyse value drivers

The next step is to analyze which interactions matter most to users and what dimensions of those interactions drive value from a user perspective.

Touch points with high volumes of user interaction and those that can elicit potentially strong emotions in users (e.g., websites, customer service, service departments) tend to have the most significant impact on your organisation.

Understanding the value drivers, will help you target where to begin improving value for your users. In doing such an analysis, ask yourself: What do my users value in an experience? Which experiences are enhancing my relationship with my users?

3. Develop and implement an improvement plan

Kicking off initiatives to improve user experience usually requires the effort and support of several cross-functional teams. The level of buy-in across the organization to deliver a consistent brand experience will make or break your efforts.

For this reason, giving priority to a few quick wins—those that are easy to implement but will have a big impact—will help show your users (and your internal critics) the benefits of managing the user experience.

While mapping out the correct sequence of initiatives, ask yourself the following: What impact can I deliver in the short term? In the long term? How am I going to align the organization to improve the user experience? Who do I need buy-in from?

4. Measure the impact

Measuring the improvement in user experience and understanding movements in key performance indicators (e.g., lifetime value of the customer, retention rates, users' willingness to recommend your organisation) will help you understand how improving touch points affects loyalty, brand equity, and overall profitability of specific customer segments.

The shifts in some of these metrics will likely occur over the long term rather than immediately; therefore, they must be monitored over time.

The User Lens

Every organisation, whether it starts with small steps or radically shifts its culture to become more user-centric, should consider touch-point analysis and management as a tool to drive increased business value.

The mechanics and steps necessary to improve the users' experience are not rocket science. The challenge comes with developing a truly objective analysis based on a company's cross-organisational boundaries and functional implications.

User touch-point analysis is akin to taking a really honest look in the organisational mirror; the face you see is not always the one you thought your users were seeing. And that is also its greatest value: When conducted the right way, user touch-point analysis can provide invaluable insights that serve as a catalyst for change and increase customer value.

USEFUL LINKS

- www.http://en.wikipedia.org/wiki/Touchpoint
- http://www.cmgpartners.com/thinking/articles/the-customer-lens