

From Steve Yastrow's *Brand Harmony*...

Touchpoint Mapping Exercise

Objective of this exercise:

To identify all the points of contact your customers have with your product throughout the life cycle of their relationships with your product.

Time Required:

1/2 day to do an initial draft; more if your process is especially complicated or if you have many different customer groups. The process can generate many questions and issues you hadn't thought about, so figure as much as 2-3 more days to fully develop your touchpoint map.

The marketing media of Brand Harmony include any and all points of contact between your customer and your product. This step will help you identify these touchpoints so you can determine the best way to create Brand Harmony in the minds of your customers.

In this exercise, you will complete a list of touchpoints and organize them chronologically according to the lifecycle of the customer's relationship with your product, creating a "schematic" map of all touchpoints. You should do this for each of the customer groups you have identified.

Customer Lifecycle



The most important issue to remember as we map these touchpoints is to do it from the customer's perspective. Imagine all of the times and individual customer comes in contact with your product, not every time your product comes in contact with a customer. Think about what the customer sees, not what you see.

Touchpoints fall into four categories:

1. When a customer learns about the product
2. When the customer goes through the process of buying the product
3. When the customer uses or maintains the product
4. When the customer tells others about the product, or just thinks about it

Put blank sheets of easel paper across an expanse of wall, overlapping them slightly so you can write across the seams (We recommend 3M's Post-it Wall Pads). What you are going to do is draw, chronologically, the process that your customers go through as they interact with your product. (Preferably, choose a "war room" where you can leave the paper on the wall for a few days-- or even weeks-- as you develop your touchpoint map.)

At the top left, write, "Learning about the product," and underneath that list out all the ways customers can learn about your product. Look at these as entry ways into a relationship with your product. Then draw lines going to the right, labeling what happens next. For example, if a customer learns about your product from an ad in the newspaper, what happens next? Does she call a toll-free number? If so, draw a line from the ad to the words, "call cen-

