



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT722-Customer Relationship Management

Unit 1 – Touch Point Analysis



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Redesigning Common Mind & Business Towards Excellence



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Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Guess the Topic!!!

Touch .





Recap

- Customer value is best defined as how much a product or service is worth to a customer.
- Here's how companies can enhance their value to improve the customer experience and increase satisfaction.





Discussion about....







Analysis Wheel

THE BRAND TOUCHPOINTS WHEEL





Sensitive Touch point with customers





Analysis with successive result



The contact can be made by suppliers and customers during, before, and after the purchase of the product. A distinction is also made between direct and indirect touch points in communication. These are, for example:

Websites
Apps
Social Media
Email Marketing
Advertising
Trade Fairs





Make sure customers know you've heard them





Knowledge Check

Loyal customers are rewarded simply for continuing their buying habits, further deepening their ties to the business and giving them added value they can't find at competitors. When creating a loyalty program, choose rewards that are enticing to your particular audience. Listen to your customers and let them be your guide.





Summary

People often measure a business' success by its sales. But to gauge a company's long-term success, you also have to consider another factor: the way customers feel after they make a purchase.

X To grow your company, customers should consistently feel your product or service was worth its price.





Thank
you