

Care Like a Mouse, Chapter Five – Engaging Customers, Table 5-1, Identifying Touch Point Tools Worksheet

Touch Points are those situations where employees and customers are likely to interact. Use this worksheet to identify situations where Touch Point Tools can be applied.

Directions

Think about those situations where your team members and your guests interact, either in person or via technology. On the left-hand side of this worksheet, list those situations. On the right-hand side, list some possible Touch Point Tools you could employ to build connections between your employees and your customers.

Sample:

Location or Activity	Touch Point Enhancement Possibilities

Situation:

Location or Activity	Touch Point Enhancement Possibilities

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Situation:

Location or Activity	Touch Point Enhancement Possibilities
_____	_____
_____	_____
_____	_____

Situation:

Location or Activity	Touch Point Enhancement Possibilities
_____	_____
_____	_____
_____	_____

Situation:

Location or Activity	Touch Point Enhancement Possibilities
_____	_____
_____	_____
_____	_____

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Which of the Touch Point situations listed offers the best opportunity for building those connections between employees and customers?

Touch Point: _____

Touch Point: _____

Touch Point: _____

What will you do to take advantage of the identified opportunities?
