



Retail Touchpoint Scorecard™

| Category | Touchpoint | Worst Experience | | | | | | | | | | Best Experience |
|------------------------------------|------------|------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Print | | | | | | | | | | | | |
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| Physical | | | | | | | | | | | | |
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| Technology | | | | | | | | | | | | |
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| Overall Customer Experience | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |



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“Put Yourself In Your Customer's Shoes”

What does your Customer see and experience as they do business with you? Use the TouchPoint Scorecard to put yourself in your Customer's Shoes and capture simple ideas to increase your Customer's Experience.

1. What are the main TouchPoints in your business? You can edit the TouchPoint column to include the specific TouchPoints in your business.
2. At each TouchPoint ask the question “What does my Customer think about _____?” (ie. Ads, Telephone Reception, Cashier). Rate what your Customer thinks from 1-10 (1 being the lowest and 10 the highest).
3. Capture ideas for improvement as you go through the exercise. How can you improve the experience at each TouchPoint? This is your Goldmine for increasing Customer Retention and Revenue per Customer (read Profit & Growth!)
4. Print exercise and Circle your Customer's Overall Experience from 1 to 10 on the bottom line.

Want more details? The FREE training will guide you through the TouchPoint Scorecard step by step.

Go to www.TouchPointScorecardTraining.com

Ideas: