**Customer Touchpoint Planning | Table 1: Our Touchpoints**

To use this table, please read my ‘Customer Touchpoint Planning’ blog, here, if you haven’t already done so.
This is the first of two free templates available for you to download and customise to assist you with your Customer Touchpoint Planning.
The second free template available is ‘Table 2: Touchpoints, Identification, Review and Improvements’, which you can download here.
If you have any questions or would like to book a consultation, please contact me here.

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| **MOBILE** | **WEB** | **PRINT** | **MARKETING** | **PRODUCTS** | **PEOPLE** | **OTHER SERVICES** |
| Our app | Google search | Flyers | Newspaper Ad | When people see [NAME] product, they associate it with us | Word of mouth |  |
| Another app we are accessible from, e.g. [NAME] | Google Ads | Mailers | Ad in Local Service Directory |  | Referrals |  |
| Internet browser | Our website |  |  |  |  |  |
| SMS |  |  |  |  |  |  |
| Call |  |  |  |  |  |  |
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