



# The 10 Customer Touch Points That Will Make Or Break Your Business

## Your Success Checklist

I S S U E  
2018



Ask any CEO these days about their attitude to customer experience and it is likely that they will quote Jeff Bezos from Amazon: *"Everything we do, we do with our customers in mind."*

It's funny then that, according to research by Lee Resource and IBM, 80% of companies surveyed claimed that they offer superior customer service, but only 8% of their customers agreed with them. **Ouch!**

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It is undisputed that negative customer experiences cost your bottom line. Just have a look at these CX statistics:

*For every one customer complaint, there are 26 other customers who have remained silent.*

(source: Lee Resource Inc)

*A dissatisfied consumer will tell between 9 and 15 people about their experience, while about 13 percent of dissatisfied customers tell more than 20 people.*

(source: Lee Resource Inc)

*Attracting a new customer costs 5-times as much as keeping an existing one.*

(source: White House Office of Consumer Affairs, Washington, DC)

*Happy customers who get their issue resolved tell about 4 to 6 people about their positive experience.*

(source: White House Office of Consumer Affairs, Washington, DC)

*86 percent of consumers quit doing business with a company because of a bad customer experience.*

(source: Harris Interactive, Customer Experience Impact Report)

It's no wonder then that customer-centricity and customer experience (CX) are hot topics in business right now. But just saying that your business is customer-focused is no longer enough. Customers no longer compare your business to just your competitors', but to every other business they deal with. So you need to be on your best game all the time and need to prove CX in every single customer interaction.

Before I move on I'd like to clear up a question that I get asked a lot:

*What is the difference between customer-centricity and customer experience?*

It's simple, really.

Customer-Centricity creates positive Customer Experiences.

In other words, for customers to perceive a business as being customer-focused it needs to be structured and managed like Jeff Bezos says, i.e. with the customer in mind. So, to be customer-centric, at every touch point in the organization you need to ask: *"What does that look like from the customer's point of view?"* and then adjust your processes, KPIs and culture to do the right thing to create that positive customer experience that will keep your business competitive.

So, what are the critical customer touch points where you can make your business really shine and stand out from the rest?

What can you do to turn your business into a Customer-Magnet?

## So, just how strong a Customer-Magnet is Your Business, today?

We propose that there are 10 Critical Touch Points in your Customer's Buying Journey that can make or break your Business.

Below is a list of the ten Touch Points, together with some details.

**Use the Tick Boxes at the end of each Point to discover the hidden Growth Opportunities in Your Business**



### 1. A Brand that Differentiates Your Business

I don't mean that you have to be a household name or that your logo needs to be of a certain color. The main thing is that you have a distinct brand that customers can recognize and identify your business by. Most businesses should have this point under control.

We have this firmly under control     This could do with some more work     This is still missing from our business



### 2. A well-defined Product and/or Service

How well can you articulate your product or service? How clearly can you explain to your prospects and customers your product or service? Will your customers understand what it does? Or does your content mostly talk about how your product/service works?

We have this firmly under control     This could do with some more work     This is still missing from our business



### 3. A Unique Selling Proposition (USP) And A Killer Business Introduction That Immediately Engages Your Ideal Buyers And Makes Them Want To Know More

This is probably the most critical point here: Your business' value proposition can't just be a motherhood statement such as "We really care for our customers." It needs to be hugely credible, distinguish your business from your competitors and you need to be able to back it up with evidence. What is your unique value proposition? I.e. can you clearly state what makes your business and its offerings unique and why a prospect should absolutely be interested in it?

***What makes you and your business different from any other business out there?***

And then, how do you convey that difference at the first point of contact with a new prospect? How can you intrigue and engage them right from your opening introduction? How do you get them to lean forward and say: "Tell me more.?"

We have this firmly under control     This could do with some more work     This is still missing from our business



## 4. A Clear Understanding Of Who Your Ideal Customers And Prospects Are

You would agree with me that there is little point in engaging with the wrong kind of prospects. You are better off dealing with the right kind instead, right? So, how clear are you on what your ideal customers look like?

- We have this firmly under control
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## 5. The Knowledge Where To Find Your Ideal Customers

Once you know who your ideal Buyers are you need to know where they hang out. Do you know where to find your ideal prospects and customers?

- We have this firmly under control
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## 6. The Understanding To Access And Engage Them Effectively

It's not enough to know where to find your ideal Buyers. You need to know how to get to them and get them interested in your goods or services. How effective and scalable is your sales process? How well does it leverage your unique value proposition (see Point 3 above)?

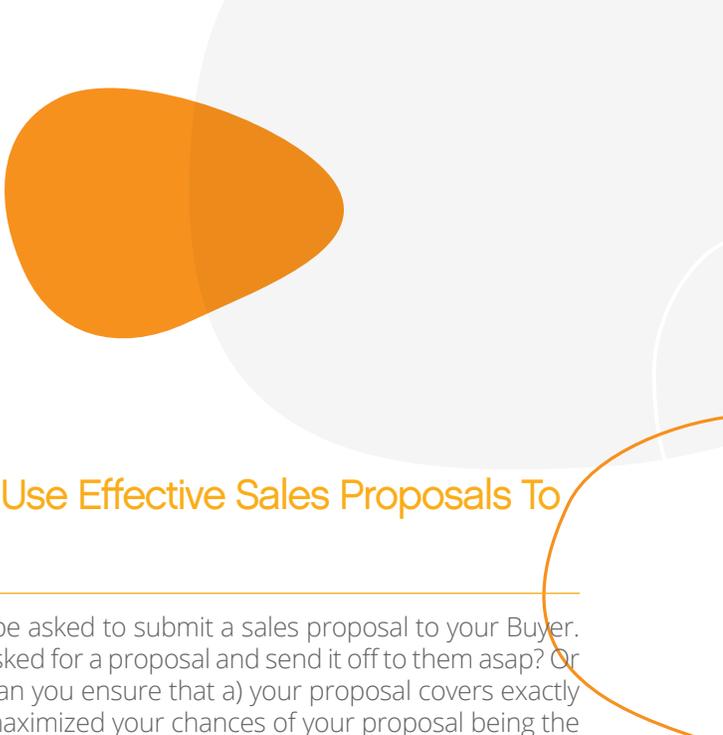
- We have this firmly under control
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## 7. The Skills To Eliminate Your Competitors

Rarely will you be the only one in the race to a deal. Instead, you will most likely have to beat off any number of competitors. So, how do you fend them off and become your Buyer's final and only choice?

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## 8. The Knowledge Of -How To Use Effective Sales Proposals To Close Deals

In most B2B sales situations you are likely to be asked to submit a sales proposal to your Buyer. Do you get excited by the fact that the Buyer asked for a proposal and send it off to them asap? Or is there a better, smarter way? Further, how can you ensure that a) your proposal covers exactly what the Buyer needs, and b) that you have maximized your chances of your proposal being the last one standing, the one that gets accepted?

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## 9. A Superior Pre, During and Post-Purchase Customer Experience

If you reflect on the customer experience statistics at the beginning of this article you will understand just how mission-critical your customers' perceptions and experiences are to the success of your business at every step of the way. So, how successfully are you managing your Buyer's interactions with your business?

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## 10. The Ability To Keep Your Customers Loyal And To Win Their Repeat Business

Your customers' experience does not end with a transaction. In fact, their post-sale experience is so critical that it will determine whether they will choose to come to do more business with you, or not. So, how do your prospects and customers perceive their interactions with your business at every touch point? Is their experience a pleasant one that will make them rave to their friends and colleagues about your business, or is it one that will more likely make them warn people off you?

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## Summary

*There you have it. The 10 critical customer touch points that make or break your business.*

So, how strong a customer-magnet is your business? How much stronger could it be?

Take a good look at the 10 points and be honest with yourself:

Check which of these ten you have firmly under control. Which need more work? Which ones are missing?

*Do you want your Business to become a Customer-Magnet?*

*Let's Talk.*

**Let's discuss how you can get to that Perfect 10,.**

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# About Peter Strohkorb Consulting International



Peter Strohkorb Consulting International is a business consulting firm with offices in Australia and the USA.

We specialise in working with Boards, CEOs, Business Owners and Business Leaders to transform your organization into a customer-magnet to drive sales effectiveness, revenue and profits.

Peter Strohkorb Consulting International has a track record of providing our clients with a low risk, step-by-step path to their business success.

Our OneTEAM Method and sales and marketing productivity framework leverages your 'Productivity Trinity' of People Processes and Technology in a holistic approach that minimizes risk and cost, and enables sustainable business growth.

We will be delighted to discuss your specific requirements and outline how we can benefit your organisation.

If you wish to find out more, book an obligation-free Executive Discovery Session at [admin@peterstrohkorbconsulting.com](mailto:admin@peterstrohkorbconsulting.com), or visit [www.peterstrohkorbconsulting.com](http://www.peterstrohkorbconsulting.com)



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