



THINK OF IT FROM YOUR  
CUSTOMER'S PERSPECTIVE!



Time	Possible service elements and points of contact.	Relevant?		Describe the service offering and the client interaction.	
		Yes	No		
Before buying	Service and product information				
	Customer dialogue				
	Socials and website				
	Ads				

REMEMBER TO REALLY THINK THROUGH YOUR ENTIRE PROCESS TO  
IDENTIFY EVERY POINT OF CONTACT WITH YOUR CUSTOMERS.



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Time	Possible service elements and points of contact.	Relevant?		Describe the service offering and the client interaction.	
		Yes	No		
While buying	Ordering process				
	Delivery description				
	Add-on services				
	Order confirmation				
	Payment options				

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Time	Possible service elements and points of contact.	Relevant?		Describe the service offering and the client interaction.
		Yes	No	
After buying	Delivery service			
	Delivery locations			
	Education and training			
	Customer service and support			
	Quality assurance			
	Communication/reporting			
	Reordering			
	Social media community			

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