



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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Foli5 SERVICE-CONSEIL

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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