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| Testo di partenza  \*NON tradurre il testo evidenziato in giallo | Testo tradotto dal candidato | Spazio a disposizione del correttore | Penalità |
| **Touchpoints and channels in customer journey mapping**  Touchpoints and channels are crucial elements of any customer journey, but they tend to get mixed up when it comes to actual mapping. |  |  |  |
| **Touchpoints in customer journey maps** |  |  |  |
| A touchpoint is a moment in time when an interaction happens between a customer and your product, service, or business in general. This includes situations that happen on the website, through marketing, personal interactions, or a phone call. If customers find out something about the product, sign up for a newsletter, buy something, or give feedback, they do this by "touching" your business. And that's why they're called touchpoints. |  |  |  |
| Our main goal when mapping a customer journey is to find and map out all the possible touchpoints, as the touchpoint with the lowest experience defines the overall level of customer satisfaction at the end of the journey. |  |  |  |
| Here are a few examples of customer journey touchpoints:   * Product demo * Getting help and support * Checkout * Booking a table * Giving feedback about one's experience * Collecting information about a service * Warranty return * Signing up at an online service |  |  |  |
| **Channels in customer journey maps** |  |  |  |
| Unlike touchpoints, channels are a medium of communication between a company and its customers. It is the environment where touchpoints occur. It can be a corporate website or the phone the customer uses when calling customer support. Some channels are interactive, that is they can give your customer a response, e.g., live chat, phone calls, social network. While others are not, e.g., billboards, flyers. Channels can be both offline (brick and mortar store, an ad at an airport) and digital (a website or a mobile app). |  |  |  |
| A few examples of channels:  Skype call  Forums  Target ad  Call center  Face-to-face communication  Mobile app  Social networks  Live chat  Talking to friends |  |  |  |
| **The difference between touchpoints and channels** |  |  |  |
| In essence, you can think of the difference between channels and touchpoints in the following way. A touchpoint happens when a customer has a certain need. E.g., they want to learn more about a service, make a payment, or they arrive at a hotel to stay for a few nights. And they're looking for ways to satisfy this need. Whereas a channel is a means provided by a company to meet this customer need. |  |  |  |
| And while one and the same touchpoint might happen across different channels, some channels support only a certain set of touchpoints. |  |  |  |
| For instance, a customer can pay for the order (touchpoint) through the website, via bank payment, or by handing cash to the delivery man. At the same time, customers can use their smartphone to access the website to pay for the chosen item, order delivery, and give a phone call to the support team. |  |  |  |
| Note: not every channel can provide good support for a certain touchpoint (e.g., your customers cannot make a phone call to you via their computer). If you don't have enough resources to support all of your channels, it's better to focus on the ones you can support in order to keep customer experience consistent across all the stages. So keep that in mind when (re)designing your customer journey. |  |  |  |

Fonte: <https://uxpressia.com/blog/touchpoints-and-channels-customer-journey-mapping>

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