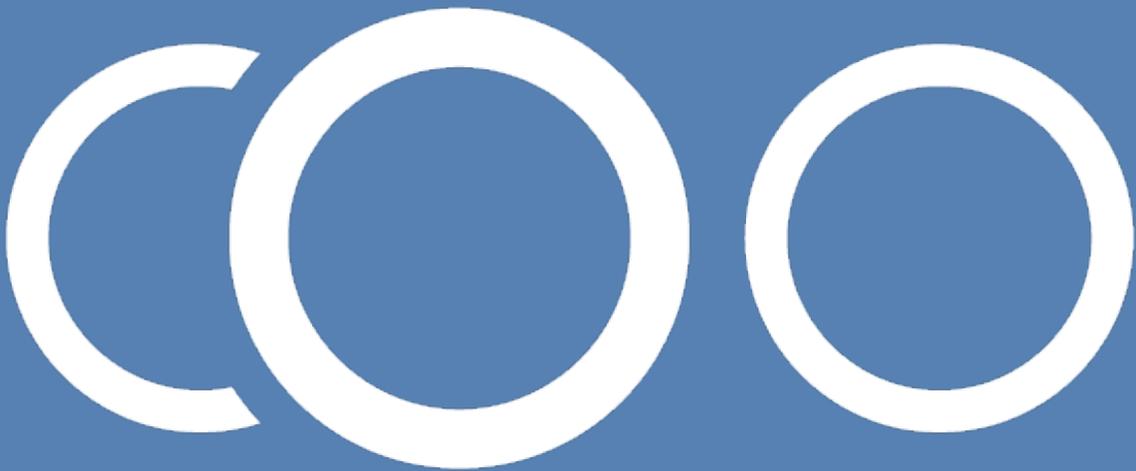




SIDECAR

100 Experience Design Touch Points



100 EXPERIENCE DESIGN TOUCH POINTS



HOW TO USE THIS WORKSHEET

You can design a better customer experience by paying attention to the details of every interaction that you have with your customers. This is a list of 100 touch points – 100 opportunities to improve your customer experience.

Your business might already be performing several of these touch points well. Some of them might not apply to your business. Others might be immediate opportunities to design better experiences for your customers.

This list is not meant to be exhaustive. Use this list to generate opportunities specific to your business that aren't on the list.

As you go through the Overdrive training on 100 Experience Design Touch Points, use this worksheet to identify the highest priority opportunities to improve your customer experience. In the Priority box, rank each touch point on a 1-5 scale, with a 1 representing things you want to start doing immediately and a 5 representing things you already do or things that don't apply to you.

After you've gone through the training twice, use the last page of this worksheet to list all your 1s, the person in your company responsible for the touch point and a date to complete them. Then, go back through and do the 2s...then the 3s. You get the idea.

Now, get ready to design memorable customer experiences!

100 EXPERIENCE DESIGN TOUCH POINTS



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I. Get Started

Log in to Overdrive, enter the Training Center, select Experience Design and 100 Experience Design Touch Points.

• Watch the first chapter, Staging a World-Class Customer Experience.

• Pass the chapter quiz

II. Go through the training

Watch Chapter 2: Experience Design Touch Points 1-10

Check & Date

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Priority

1. Great phone etiquette. Answer the phone with energy and a smile.
2. Look great. Always make sure you and your team are “first-date” ready.
3. Resolve issues immediately – be a problem solver!
4. Keep your team uniforms looking great.
5. Keep work areas clean and organized.
6. Ask more questions to customers about things related to their lives, you’re your product or services.
7. Touch all five senses at each patient visit.
 - Smell: Your business place should smell great
 - Taste: Offer fresh fruit, water, tea, coffee every day
 - Touch: Train your team to shake customers hands
 - Hearing: play appropriate music throughout the business
 - Sight: Keep your place of business aesthetically pleasing
8. Give out welcoming gifts to new customers.
9. Gift customers books or have a library where they can check out books free of charge.
10. Attend a customer’s event (graduation, death in the family, play, game, etc.).

100 EXPERIENCE DESIGN TOUCH POINTS



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Watch Chapter 3: Experience Design Touch Points 11-20



	Priority
11. Smile!	<input type="checkbox"/>
12. Be the first to say hello!	<input type="checkbox"/>
13. Live out your business's mission statement everyday.	<input type="checkbox"/>
14. Become more knowledgeable about all the products within the clinic.	<input type="checkbox"/>
15. Create standard operating procedures for every process in your business and train them constantly.	<input type="checkbox"/>
16. Offer customers blankets to use if they are waiting or if the weather is cold.	<input type="checkbox"/>
17. Have entertainment options available for customers to use if they have to wait.	<input type="checkbox"/>
18. Comfortable temperature in the office.	<input type="checkbox"/>
19. Have bottles of wine ready in your office as gifts for customer anniversaries.	<input type="checkbox"/>
20. Come around the front desk to welcome new customers.	<input type="checkbox"/>

Watch Chapter 4: Experience Design Touch Points 21-30



	Priority
21. When a customer asks where something is, take them there, don't just point.	<input type="checkbox"/>
22. Tell people what you are going to do, do it, and then tell them what you just did.	<input type="checkbox"/>
23. Don't ever forget your business vision.	<input type="checkbox"/>
24. Signs in the parking lot that welcome people and send them in with a positive statement.	<input type="checkbox"/>
25. Become magnetic: Do this by constantly improving and seeking out new relationships that challenge you.	<input type="checkbox"/>
26. Create a unique experience by just being present!	<input type="checkbox"/>
27. Go get customers from their cars with umbrella's.	<input type="checkbox"/>

100 EXPERIENCE DESIGN TOUCH POINTS



100 EXPERIENCE DESIGN TOUCH POINTS

- | | Priority |
|--|----------|
| 28. Shovel snow away from customer's vehicles. | |
| 29. Assist customers who need help walking and anticipate their arrival. | |
| 30. Respect people's schedule – don't keep them any longer than they want to be there. | |

Watch Chapter 5: Experience Design Touch Points 31-40



- | | Priority |
|--|----------|
| 31. Move with intention. | |
| 32. Be proactive. Don't allow the same people to create all the experiences. Think on your feet. | |
| 33. Always obey the Platinum Rule – Treat customers how they want to be treated. | |
| 34. See around corners and anticipate customer desires. | |
| 35. The schedule is never more important than people. You're never too busy for one more customer. | |
| 36. Allow people to be people and create systems that adapt to customer behaviors. | |
| 37. Say thank you. | |
| 38. Send notes to customers. | |
| 39. Never let a customer open the door to your business. | |
| 40. Call customers just to see how they are doing. | |

Watch Chapter 6: Experience Design Touch Points 41-50



- | | Priority |
|---|----------|
| 41. Leave your personal baggage at the door. | |
| 42. Give away pens. | |
| 43. Call new customers after their first visit. | |
| 44. Send information to customers that they may have interest in. | |

100 EXPERIENCE DESIGN TOUCH POINTS



100 EXPERIENCE DESIGN TOUCH POINTS

Priority

- 45. Always have clean bathrooms. 
- 46. Clear communication. 
- 47. Don't forget the Code of Honor in your business. 
- 48. Make sure the expectations of a customer are clear. 
- 49. Coordinate with other business to provide customers with more. 
- 50. Push the love button prior to dealing with customers that are more difficult to deal with. 

Watch Chapter 7: Experience Design Touch Points 51-60



Priority

- 51. Be excited to see every customer. Greet with a smile and excitement. 
- 52. The computer is never more important than the customer that walks in the door. 
- 53. Deal with the customer first and worry about the computer later. 
- 54. Don't ever let a customer see you upset. 
- 55. Never let a bad day outside the office affect you inside the office. 
- 56. Refer people to great places in town. To get referrals you must be a great referrer! 
- 57. Love people! 
- 58. Don't forget the values of your business. 
- 59. Encourage your team to Speak up if there is something that they feel can be improved. 
- 60. Give customers options. Let them choose and take care of them no matter how they decide to participate. 

100 EXPERIENCE DESIGN TOUCH POINTS



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Watch Chapter 8: Experience Design Touch Points 61-70



Priority

- 61. Offer kids suckers and stickers. 
- 62. Make a visit easy for a mom by taking care of their kids. 
- 63. Hand out information to people when a topic comes up in conversation that you feel will be able to help them. 
- 64. Demand excellence in all areas of your business! 
- 65. Keep teammates committed and accountable. 
- 66. Give away T-shirts. 
- 67. Break the mold of the service standard in your business. 
- 68. Remember that everyone is important. 
- 69. Don't forget the We Believe Statements of your business. 
- 70. No complaining! 

Watch Chapter 9: Experience Design Touch Points 71-80



Priority

- 71. Use outside resources to improve your skills. 
- 72. Educate using our website. 
- 73. Create a blog to address common customer questions. 
- 74. Burn the Free Fuel: Appreciate recognition, and encouragement. 
- 75. Stay ahead of the pack. Always look for new ways to improve. 
- 76. Document the little things customers say and use them for wow moments later. 
- 77. Create Magic moments using the element of surprise. 

100 EXPERIENCE DESIGN TOUCH POINTS



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- 78. Be a leader!
- 79. Eliminate average!
- 80. Always wear nametags in your business!

Priority



Watch Chapter 10: Experience Design Touch Points 81-90



- 81. Understand The little things make the difference!
- 82. Carry people's personal belongings for them.
- 83. Help people put their coats on.
- 84. Bend down to people's level to talk with them.
- 85. If you need to demonstrate something, do it yourself!
- 86. Be vulnerable with your own personal experiences that may help others learn from and help to enhance their own lives.
- 87. Employees should be disciplined, self-controlled, and organized.
- 88. Change your lunch or skip a lunch to serve a customer.
- 89. Spontaneously take a customer out to lunch.
- 90. Send business card luggage tags.

Priority



Watch Chapter 11: Experience Design Touch Points 91-100



- 91. Always serve the customer like they are in a fine restaurant.
- 92. Never let a customer see a garbage can in your business.
- 93. Remember customer's names.

Priority



100 EXPERIENCE DESIGN TOUCH POINTS



100 EXPERIENCE DESIGN TOUCH POINTS

Priority

- 94. Remember customer's coffee orders.
- 95. Send birthday gifts.
- 96. Offer more than the customer expects.
- 97. Study world-class customer experiences and emulate them in your office.
- 98. Never forget a customer's birthday.
- 99. Always ask if there's anything else you can do for a customer before letting them end the interaction.
- 100. Say "Thank you!"

Watch Chapter 12: 100 Experience Design Touch Points



Come up with an additional 10 Experience Design Touch Points that are relevant to your business:

Priority

- 101. _____
- 102. _____
- 103. _____
- 104. _____
- 105. _____
- 106. _____
- 107. _____
- 108. _____
- 109. _____
- 110. _____

