

# Customer Touch-point Map

## Customer or Customer Segment

Describe the customer or customer segment being served by your enterprise

Leaders, managers, and staff of small to medium-size organizations requesting business research support and service for the first time

## Customer Journey Touch-points

Identify major touch-points of the customer journey (use other pages if needed)

**Initial Contact and Request for Service**

**Search for and Locate Information**

**Obtain Information for Customer**

**Deliver Information to Customer**

## Current Customer Experience

Identify the questions, comments, issues, or concerns of your customers (stated or assumed)

**This information is available, right? I'm facing a client deadline and need this research today for my proposal due tomorrow! Help! I don't know anything about your library loan process. Can you help me get this task done quickly? How much is it going to cost? Are there other sources that I need to look into? Is this going to be a hassle?**

## Redesigned "Outside-In" Customer Experiences

Describe how you will strengthen customer relationships with memorable experiences

- Research Support Brochure (FAQs)
- "Tell Me About Your Need" Interview Process
- Restate Request and Communicate "No Hassle" Plan
- "Your Search Status" Notification
- Customer Involvement in Process
- "Expedited Search" Process
- Send Research Direct to Customer's Workplace
- Provide Starbucks Gift Card (\$5) for Late Night Work
- "We Can Deliver" Service
- "Thanks for Your Biz" card
- Follow-up Phone Call