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

**Describe how you will strengthen customer relationships with memorable experiences**

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

**Redesigned “Outside-In” Customer Experiences**

**Current Customer Experience**

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**Customer Journey Touch-points**

**Describe the customer or customer segment being served by your enterprise**

**Customer or Customer Segment**

**Customer Touch-point Map**