Understand your customers experience.

TOUCHPOINT MATRIX

A Touchpoint Matrix is a tool for visualising how different people go through your service in different ways and helps you make sure that all possible customer connections are handled appropriately. A Touchpoints Matrix merges some features of customer journey maps with some features of system maps and is based on the use of personas.

The basic idea is to provide a visual framework that enables a designer to 'join the dots of the user experience' to see the different configurations, interfaces, contexts and results of the interaction with a specific product-service system. Touchpoint Matrices are used particularly extensively in modelling digital services.

The matrix is built by listing vertically the different devices or contexts that are part of the system and by listing horizontally the main actions that are supported by the system itself. A sample Touchpoint Matrix is attached to this document.

Once this structure has been composed, the designer can put a specific persona inside and imagine his or her journey through the different touchpoints, connecting the related dots. In this way, the matrix helps the designer reach a deeper understanding of the service interactions and enables the designer to further develop the system.

The process of completing a Touchpoint Matrix involves;

STEP 1: Gather a small group of users and explore how your customer personas (normally 3 – 4 characters) might use your service. Use one template for one persona.

STEP 2: Write down different touchpoints that they may encounter in the rows of the matrix: Your webpage, your brochure, your venue, etc. Different personas may experience your service in different ways and through different channels.

STEP 3: Start by identifying their actions, behaviours and intentions at different stages in the lifecycle. Work through each box at a time, considering what each Customer Persona is doing at each stage of the lifecycle in each of the touchpoints that they encounter. Consider also how your service responds. Write the customer intentions/actions on Post-It Notes and place them in the relevant columns of the matrix. Write the service responses on Post-It Notes and place these on the matrix.

Through this activity, you may discover unexpected ways in which customers experience your service. Similarly, you may find touchpoints where your response left a little to be desired. This could help you find innovative ways to support your customers.

In a Touchpoint Matrix exercise the design process is mainly focused on visualising how different people go through your service in different ways to help you to make sure that all possible connections are dealt with appropriately and passed on to the next stage in the system appropriately. Sometimes, the process can be very useful in finding broken connections across your service network rather than necessarily finding poor customer service responses in individual boxes of the matrix.

		ATTRACT	CHOOSE	USE	SUPPORT	RETAIN
		What is getting the customers attention?	What are we doing to make choosing the service easy?	What's happening when customers use the service?	What makes using the service easier?	What are we doing to make the customer come back?
Front Office	**Place/Channel** Where is this happening?					
	Audience What is the customer doing?					
	Staff/Distributors What are the staff doing					
Back Office	**Process & Script** What processes are being followed?					
	Support What tools do staff have to work with					