

# Touchpoint diagram

You can use this poster for:

STEP 2  
DESIGNING THE  
NEW SERVICE

A→Finding ideas  
together

## ATTRACT ATTENTION

*How do you create awareness and attract attention for your service?*

## INFORM

*How do you stimulate the customer to take action?*

## USE

*How do you respond to customer needs with regard to service provision?*

## SUPPORT

*How do you handle problems or questions during service provision?*

## MAINTAIN

*How do you enter into a relationship with the customer?*