

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?