

The journey itself is becoming the defining source of competitive advantage.









Channels and Touchpoints

- **Channel:**
 - Definition: medium or interaction between customer and organization
 - Distinction Offline and Online channels

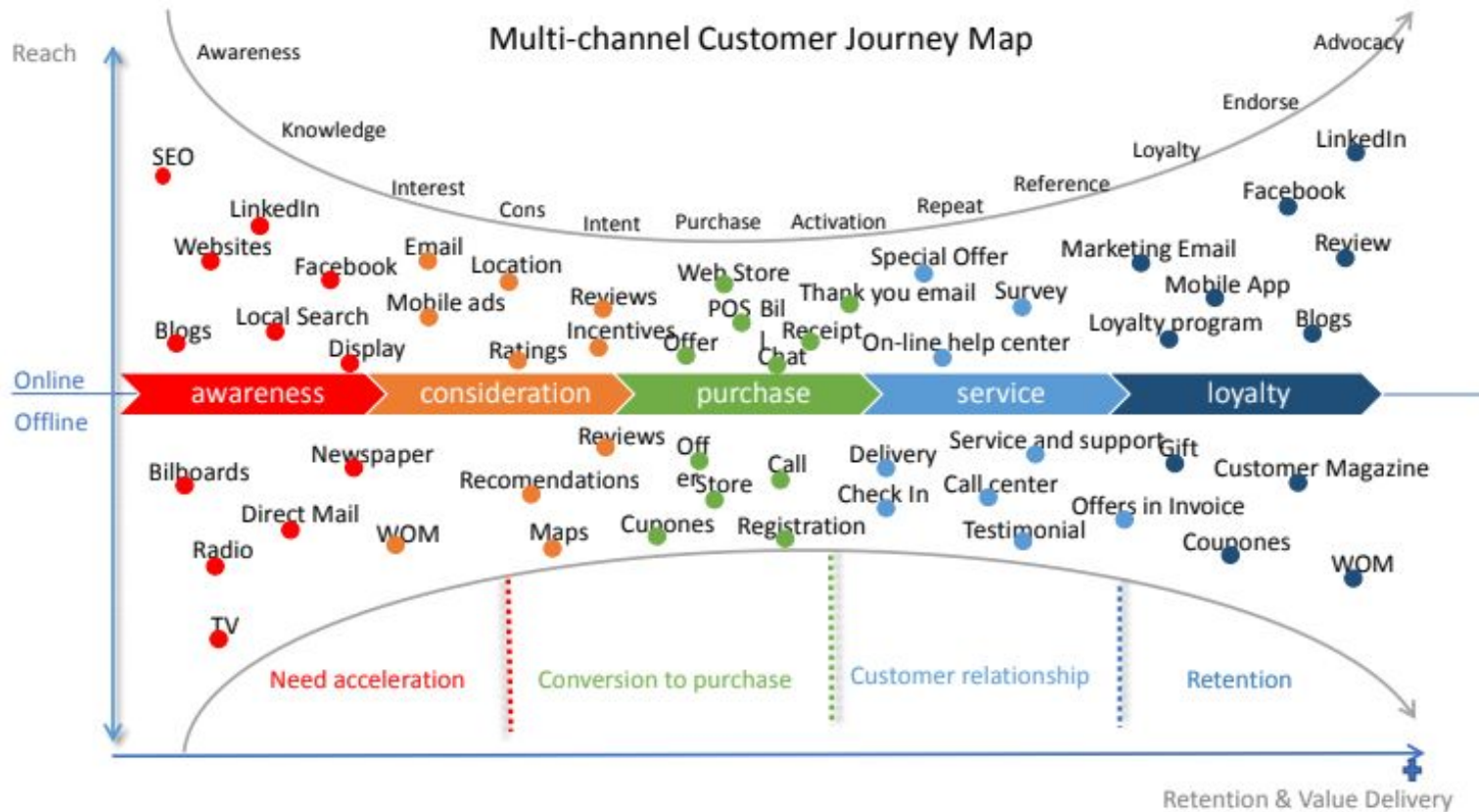
Example: **Website , Face to Face**
- **Touchpoint:**
 - Definition: specific interaction between customer and organization

Channel: TVH Website Touchpoint: IT Talks Event Banner	
Out - from organization to you	In - from you to organization
Data:	Data:
Customer Perspective	Organisational perspective
Need:	Need
Value:	Value:

Example: **Read article on a webpage, conversation about working in this specific industry**



Multi-channel Customer Journey Map







DATA

- **Definition:**

- Data entities provide a seamless integration of data between all channels that a user or customer has used to interact with your company.

Example: Data IN: **Personal data, comments, likes,**
Data OUT: **Conference details,**
Participants,

Channel: TVH Website Touchpoint: IT Talks Event Banner	
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Data:	Data:
Customer Perspective	Organisational perspective
Need:	Need
Value:	Value:





Needs and Value

- Needs:

- Definition: A problem, opportunity or constraint with potential value to a stakeholder(s) Need can be thought of as the reason which starts a project.
- Example: **The need to automate the sales**

- Value:

- Definition: can be seen as potential or realized returns, gains, and improvements. Value can be tangible or intangible.
- Example: **Cleaner data, aligned globally sales processes, increase profit**

Channel: TVH Website	
Touchpoint: IT Talks Event Banner	
Out - from organization to you	In - from you to organization
Data:	Data:
Customer Perspective	Organisational perspective
Need:	Need
Value:	Value:





Improvements







Questions? Yes?
Come say Hi!



