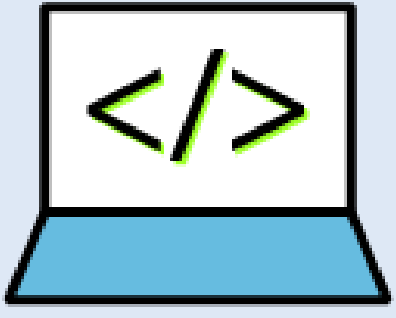


## Channels:

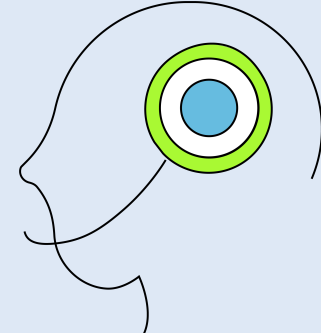
Die Informations- und Kommunikationskanäle, die ein Unternehmen den Kunden anbietet.



Webseite



Laden



Call-Service



SMS



Social Media

## Touchpoints:

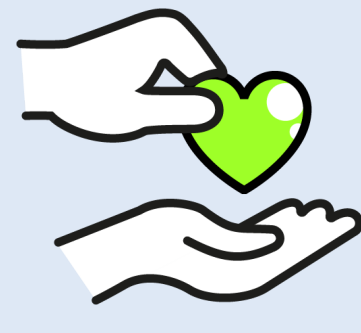
Die Interaktionen, die ein Kunde mit einem Unternehmen hat. Jede Interaktion verfolgt ein bestimmtes Ziel.



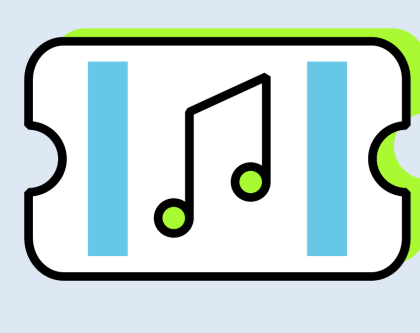
Recherche



Kauf



Support


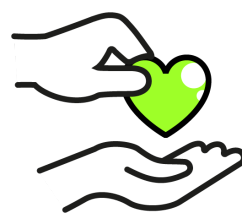

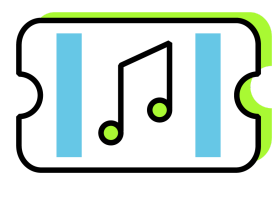
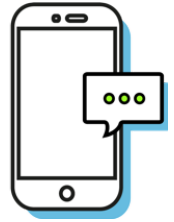
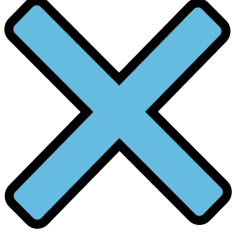
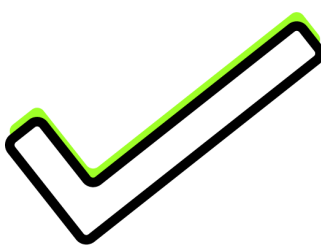


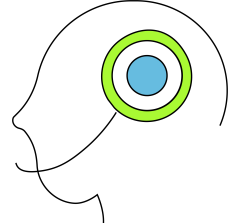
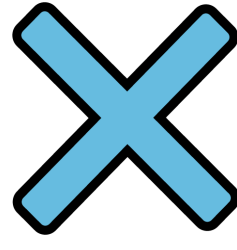
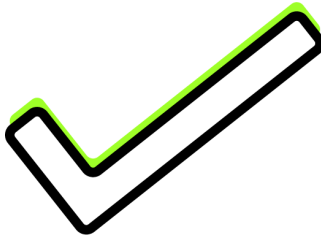
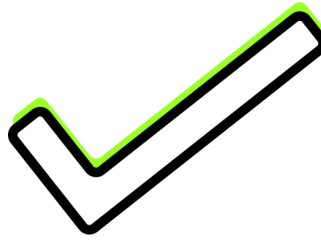


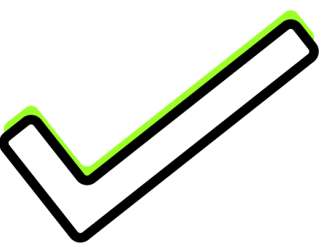
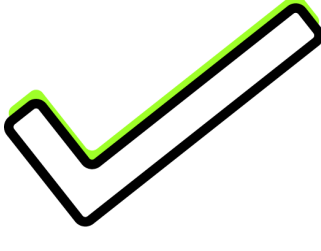

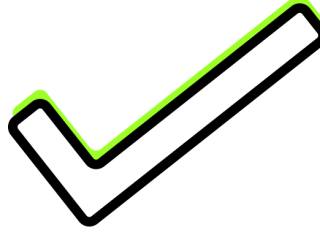

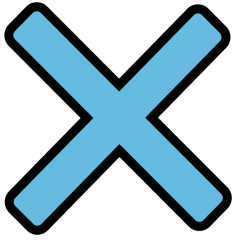
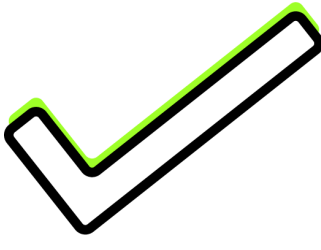
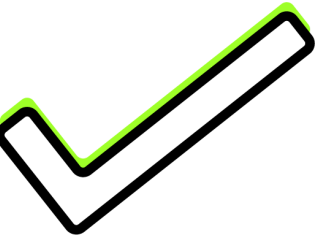
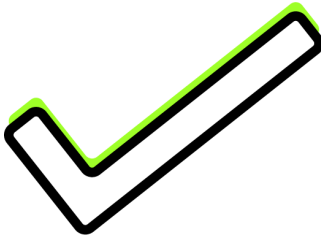


Unterhaltung

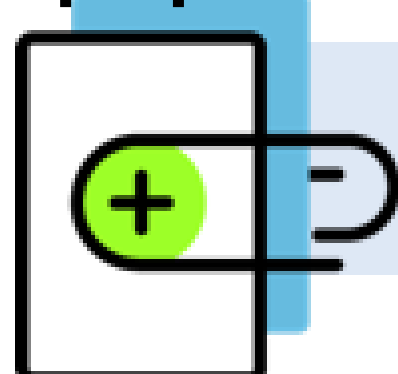


Kritik

Kanäle können mehrere Touchpoints haben, aber nicht alle Touchpoints können auf allen Kanälen bedient werden

	 Kauf	 Support	 Kritik	 Unterhaltung
 SMS				
 Call Service				
 Webseite				
 Social Media				

Mehr Infos zu Touchpoints und Kundenreisen finden Sie in unserem Whitepaper zum Customer Journey Management.



Zum Download