

-  Service
-  Delivery
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Service delivery means how does the "product or service" get to the customer.

The assignment asks to identify each contact point and describe their role as a point of contact. You can just do that as a list without a diagram, preferably in order of touch points. Then, how might you prevent those contact points from failing at their role? And finally, based on the improvements you just made in this contact process, how will you reposition the brand around.

5 Star Restaurant Example

Step 1

Customer makes reservation on the phone or via the Internet

#2

Step 2

Customer arrives at the Restaurant and drops their car off with a Valet

#3

Step 3

Customer is greeted by host/hostess and is seated

#4

Step 4

Customer places order with waiter/waitress

#5

Step 5

Customer receives food and intermittently has contact with the wine steward, floor manager, owner and bus boy/girl

#6

Step 6

Customer exits restaurant having second contact with the host/hostess and the valet

Final Analysis

These are all points of contact or touch points. Each one of them is part of getting the product or service to the customer. Each point has an impact on the customer experience and can make it better or make it worse. If there is a break in any of the points then that would be a contact point failure.

overview