

Resources to aid your Customer Experience Management Understanding and Efforts

Click the images or video titles below to view Hank Brigman's Video TOUCHPOiNTER Series of the ten basic questions he receives on Customer Experience Management (CEM) and touchpoints. Subscribe to receive the TOUCHPOiNTER eNewsletter in the form at the bottom.



[Video TOUCHPOiNTER Series-Introduction to the Series and CEM Foundations](#)

In viewing this 8:52 video you will gain a deeper understanding of:

- A customer experience language hierarchy
 - The benefits of improving customer experiences and customer touchpoints
 - Why you should listen to me and watch all 10 videos
-



[View the full video series on how to define the Core Customer Experience Problem](#) to improve customer experience

[View the full video series on how to define the Solution](#) to an organization's Customer

[View the full video series on how to define the Three Competencies](#) that build customer-centricity

[View the full video series on how to define the Compelling Experience Strategy](#) to service positioning and



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[How Do I Develop a Customer Council?](#)



[Where Do I Start - How Do I Put It All Together?](#)



[Hank Brigman Bio](#) : One-page summary of William Henry "Hank" Brigman's career.



[Hank Brigman One Sheet](#) : Need a dynamic customer experience speaker for your next



[Hank #26](#) [Hank Brigman Touchpoint Guru Welcome Video](#)



[Hank Brigman Speaking Demo](#) Time 9:13



Doc #020 Touchpoint Form soon to be added



Doc #021 [Brigman's Touchpoint Naming Convention™](#) soon to be added



Form #500 [Use 20 questions Will produce the desired Workshop](#)



Form #600 [Move to decision trees especially relevant for large Firms](#)



Form #600 [Master Template for Capturing Charter and guiding information for a Workshop.](#)



Form #100 [Value Capture Workshop Output and if Applicable, present the output to a governance level](#)



SP Form #100 [Several Metrics soon to be added](#) other relationship metrics.



AP Form #100 [CEM Introduction Deck so CEM be understood](#), concepts and benefits.



IT Form #100 [How to speak the same as of key experiences](#) language. This is a hierarchy of key terms. Download



Form #500 [CEM Edition: TOUCHPOINT POWER!](#)



AP Form #500 [Formula to Calculate results for "likelihood to recommend" question to top line revenue.](#)



Form #500 [Template to build your Charter Template](#)



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