

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
-

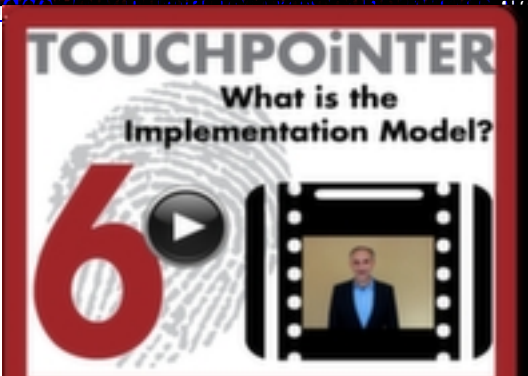


[What is the Core Customer Experience Problem?](#)
[What is the Solution?](#)
[What are the Three Competencies that Build Customer-Centricity?](#)
[How Do I Build a Compelling Experience Strategy?](#)

The Core Customer Experience Problem? Improve customer experience
What is the Solution? Organization's Customer
What are the Three Competencies that Build Customer-Centricity? Competencies
How Do I Build a Compelling Experience Strategy? Service positioning and



[View TOUCHPOiNTER 5: What is the Missing Structure? | IBM Business Consulting Services](#)



[View TOUCHPOiNTER 6: What is the Implementation Model? | IBM Business Consulting Services](#)



[View TOUCHPOiNTER 7: How Do I Conduct a Mapping Workshop? | IBM Business Consulting Services](#)



[View TOUCHPOiNTER 8: What are the Five Organizational Success Factors? | IBM Business Consulting Services](#)



[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 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 organizations.](#)



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



Form #101 [Value Capture Workshop Output and if Applicable, present the output to a governance level](#)



SP Form #040 [Several Metrics soon to be added](#) other relationship metrics.



AP Form #000 [CEM Introduction Deck so CEM be understood](#), concepts and benefits.



IT Form #000 [It is 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 #5 to 0 [Update to CEM your Charter Template](#)



How much do you know about your company's Customer Experience expertise? Download and complete

Subscribe to our mailing list

* indicates required Email Address * First Name Last Name Company