

BRAND TOUCH POINTS AUDIT WORKSHEET

ASSESS HOW YOUR COMPANY HANDLES ALL CUSTOMER INTERACTIONS.

1. WHAT CUSTOMER COMMUNICATIONS TOOLS DOES THE COMPANY USE?
2. WHICH TOOLS DO YOU FEEL ARE MOST EFFECTIVE AT PROMOTING AND SUPPORTING THE COMPANY BRAND?
3. HAS THE COMPANY CONDUCTED ANY RESEARCH ON THEIR CUSTOMERS?
4. HAS THE COMPANY DONE ANY CUSTOMER SATISFACTION SURVEYS?
5. ARE THERE MARKET OR CUSTOMER GROUPS WITH WHOM YOU WOULD LIKE TO IMPROVE COMPANY COMMUNICATIONS?
6. DOES THE COMPANY CURRENTLY HAVE A CUSTOMER SATISFACTION PLAN IN PLACE?
7. WHAT ARE THE MOST FREQUENT CONCERNS/COMPLAINTS FROM CURRENT CUSTOMERS/AUDIENCES?

HOW ARE YOU ADDRESSING/CORRECTING THESE?
8. WHAT DO YOUR CUSTOMERS PERCEIVE TO BE THE STRONG POINTS OF THE COMPANY'S PRODUCTS OR SERVICES?