

50 High-Impact Customer Touchpoints

Identify and improve moments that build trust, loyalty, and repeat sales.



How to Use This Document:

Pick 5-10 touch-points per client audit to analyze. Rate each on effectiveness: **Strong** | **Needs Work** | **Broken**. Focus on 2-3 easy wins (quick fixes) per stage.

Awareness Stage:

- 1. Google Business Profile (reviews, hours, images).
- 2. Social media bio and “About” sections.
- 3. Search engine results snippet (meta descriptions).
- 4. Paid ad headlines and visuals.
- 5. Brand voice and tone in comments/replies.
- 6. Blog post titles and readability.
- 7. Press mentions or PR features.
- 8. First impression of your website homepage.
- 9. Social proof shown early (reviews, awards, stats).
- 10. Word-of-mouth or referrals (are you enabling/shareable?).

Consideration Stage

- 1. Homepage hero headline clarity.
- 2. Product or service descriptions.
- 3. FAQ or knowledge base readability.
- 4. Comparison or pricing pages.
- 5. Lead magnets (freebies, checklists, webinars).
- 6. Chatbot/live chat response time and tone.
- 7. Email response time to inquiries.
- 8. Case studies or portfolio display.
- 9. Social media highlights and pinned posts.
- 10. Downloadable resources or guides.

Purchase Stage

- 1. Checkout/booking form simplicity.

2. Payment security signals (SSL, trust badges).
3. Cart abandonment emails (tone & timing).
4. Promo code or discount application experience.
5. Thank-you page personalization.
6. Purchase confirmation emails.
7. Live chat or call support during checkout.
8. Mobile-friendliness of the checkout process.
9. Clear delivery timelines or service expectations.
10. Add-ons or upsells that feel valuable, not pushy.

Post-Purchase Stage

1. Welcome/onboarding email sequence.
2. Personalized thank-you message.
3. Follow-up check-in emails ("How is it going?").
4. Tutorials or how-to content.
5. Quick start guides for products or services.
6. Shipping confirmation & updates.
7. Customer support for setup or onboarding.
8. Feedback surveys.
9. Post-purchase resource (bonus guide or tip).
10. Handwritten notes or personal follow-ups.

Loyalty & Advocacy Stage

1. Loyalty programs (exclusive perks).
2. Referral programs.
3. Personalized re-engagement emails ("We miss you!").
4. Anniversary emails ("6 months since your first order!").
5. Customer appreciation events.
6. Community forums or groups.
7. Social media shout-outs to customers.
8. Surprise bonuses or gifts.
9. VIP or early access offers.
10. Proactive outreach to solve problems before they arise.

Tip: High-impact touch-points are emotional moments — where trust can be lost or loyalty cemented. Prioritize improving the ones that occur early (Awareness) and right after a purchase (Post-Purchase).

Want help applying this to your business?

Follow @ElringtonExperience on IG for more trust-building strategies.

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