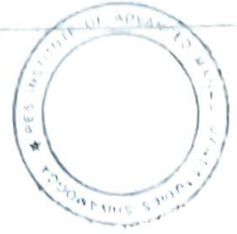


PESIAMS

P.G. Department of Commerce



Subject :- E-commerce

Topic :- Typical business touch points

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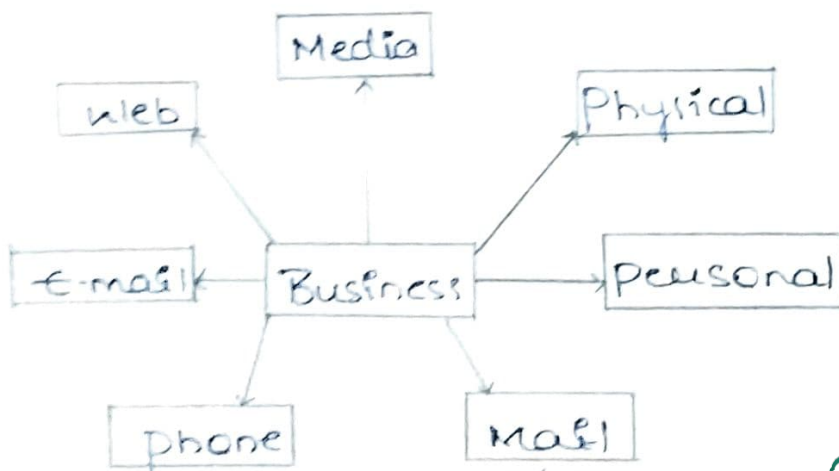
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Typical business touch points:

A touchpoint is an instance when a client or potential client comes into contact with your company. The goal is to help customers recognize & remember the brand.

But touchpoints can be a valuable way for online businesses to build brand loyalty & trust. In fact recurring touchpoints can not only result in repeat clients, but also in an increase in the even-desirable word of mouth marketing.

Typical business touch points from a customer perspective include; Media - TV, radio, newspapers, physical - such as showroom or retail outlet, phone - telephone communications with sales, e-mail - communications via computer regarding orders & services, web - information & ordering through the web. The relative significance of each touch points.



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1. Web site :-

All the business has its own web site in the name of company. The more fresh & valuable the web site is, the more it will be visited & referred by clients.

2. Social media :-

Everything done in the social media from blogging to commenting on blog. The more genuinely engage with the human side of others, the more touchpoints can create & become more memorable.

3. Customer service :-

Feedback given by the clients & then incorporated their suggestion & requests to the business. A regular feedback process for getting feedback can be a valuable way to use a touchpoints get your client attention & find out what you can do better.

4. Press releases :-

Business launch a new site, attend a training event, speak at a conference, volunteer - can become newsworthy. Announcing news related to your business for a recurring touchpoint.

5. Online advertising :-

If they know where your target audience hang out, advertising on those sites can be an extremely effective touchpoint.

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6. Invoices :-

Invoices branded with logo & company information. It may not seem that important, that the invoices are another place where ~~you~~ you can generate brand recognition. After the selling product or services through online, include branding on ~~you~~ checkout page, receipt & confirmation emails for additional touchpoints.

7. webinars & Teleclasses :-

Free online events can give a way to share the knowledge & create a touchpoint that promotes the business by demonstrating the expertise.

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