



*IMPROVING BUSINESS PERFORMANCE
THROUGH CUSTOMER EXPERIENCE*

SOLUTION BROCHURE

Drive revenue through acquisition and growth with marketing automation. Improve engagement and ease resource constraints with an interactive VoC experience management tool. Analyse insights, detect operational performance challenges and mitigate risk with comprehensive AI feedback analytics. All made possible in one single place with Touchpoint Group.

enquiries@touchpointgroup.com
www.touchpointgroup.com



SOLUTIONS & SERVICES

SOLUTIONS

1

Acquisition & Growth

Capture new customers and drive conversion using an omni-channel suite of cloud-based marketing automation tools such as email, SMS, surveys, and web pages.

2

Engagement & Experience

Educate, engage and grow your customer base with a robust CX framework. Improve engagement and experience through customer triggered response campaigns and automation. Address VoC concerns using an interactive customer experience, resolution and performance tool.

3

AI Analytics & Performance

Analyse unstructured customer feedback data from a range of sources to discover insights into business performance and operational issues, and detect new revenue generating avenues. Monitor brand health and customer perception effortlessly with benchmarking and market analysis tools.

4

Advocacy & Loyalty

Decrease the time from first-purchase to customer advocate with programs that drive repeat engagement. Manage advocacy, retention and engagement with business stakeholders and customers through sales and incentive programs, run campaigns that delight your customers and increase revenue for your business.

Customer centric organisations world-wide choose Touchpoint Group



SERVICES

5

Managed Services

Deliver results in every aspect of your CX and digital marketing activities. From support designing your CX program to expanding it, consulting senior execs to ongoing execution and platform training, Touchpoint Group is here for you 24/7.

6

Database Management & Security

A secure database management system designed to collect, manage and store a broad range of data including customer information, VoC & CX interactions, IT data and internal financial information.

"If you need to analyse, organise and understand key themes from unstructured customer comments, as well as the degree of impact they have on key metrics you are surveying on, then Ipiphany is the tool you need."



- Adrian Smith
Digital Business Banking Director
Barclays Bank, UK



MARKETING AUTOMATION

Increase lead generation, grow your marketing database, and improve sales conversion through remarketing activities. Develop new sales channels and automate your digital marketing experiences with triggered communications. Drive customer engagement with personalised interactions through a host of omni-channel campaigns and promotions.

- Drive immediate conversion
- Improve engagement
- Increase transaction frequency
- Monitor digital marketing performance
- Discover potential areas of growth



Automation Tools for Everyday Use



Email Marketing

Design and deploy emails that adhere to your brand guidelines, or create sophisticated micro-campaigns with the TouchpointMX editor. Set up response-triggered email journeys, report on campaign results in real time, and combine data sources to segment your email database to target relevant audiences with messages that drive conversion.



Microsites & Websites

Creating new ways for your customers to interact with your business online can drive conversion, improve loyalty, and make your brand 'stick' in the minds of consumers. Host subsidiary brand content or create microsites to support campaigns that need to be held outside your website.



Online Promotions

Create multi-channel promotions that drive acquisition and generate interest in your brand, or design competitions to drive engagement within your existing audience. Engage current or future customers with campaigns that stand out.



Landing pages

Design custom landing pages for one off or long-term campaigns. Edit, manage and expand your online reach using an intuitive CMS.

Create powerful pages that work harder for your business, support your campaigns, and drive customer interactions. Store customer database details securely in one place and use them for follow-up email or mobile campaigns at a later date.



Surveys & Questionnaires

Using an intuitive marketing automation platform developed by Touchpoint, create anything from customer and employee experience surveys to stakeholder training programs or points-based rewards programmes, our intuitive CMS allows for the flexibility you need to customise interactive questionnaires, easily and efficiently.



Mobile & SMS push notifications

Give your customers the chance to find out more about your offer, product or service by utilising SMS push messages. Craft dynamic auto-replies and supply text or web links to content that has too much detail to feature in your mainstream media with TXT4Info or TXT2Win campaigns.

A marketing automation platform built by Touchpoint Group

An intuitive, custom built marketing automation platform designed for B2C businesses who want to leverage customer relationships.

Empower employees and teams of any size to take on personalised, digital marketing communications through a single omni-channel platform. With an intuitive CMS and powerful dashboard and reporting functions it makes database capture, digital campaign execution and re-marketing easy. Designed for beginners, agencies, and marketing professionals alike, the tools utilising our very own TouchpointMX platform can be either self-service or supported by our team of industry experts, as a fully managed marketing service.

GET STARTED TODAY; enquiries@touchpointgroup.com

www.touchpointgroup.com/solutions

CUSTOMER EXPERIENCE MANAGEMENT (VoC)

Customer feedback data contains the critical detail required to drive improvements, but it starts with collection. Gather Customer Experience (CX) data like Voice of the Customer (VoC), Net Promoter Score (NPS), or Customer Success feedback securely and effortlessly using Touchpoint Group's range of solutions, analyse feedback to identify improvements, and quickly take action before issues grow too large to handle.

- Systemise the collection of customer experience data
- Streamline case management with reporting hierarchies and alerts
- Trigger the collection of feedback from moments that matter in the customer journey
- Analyse customer feedback with granular detail to identify business improvements.



Solutions For All Customer Experience Needs



CX Metrics Collection

Capture customer feedback from NPS, CSAT, Customer Effort, or VoC campaigns and understand how your customers are discussing and interacting with your organisation.

Unlock the cause behind the score in granular detail so you can understand how to make changes that will improve customer experience at the source of the issue.



Stakeholder Retention Management

Identify opportunities to encourage customer and staff retention, and uncover pain points in experience before they lead to churn. Collect and analyse feedback, react efficiently with a streamlined case management tool, and resolve issues before they expand to other areas of the business.



AI VoC Feedback Analysis

Detect and prevent issues that impact customer experience and business performance by streamlining operational inefficiencies and identifying opportunities to reduce churn. Investigate and understand issues that cause bottlenecks and decrease department performance using a customisable reporting framework that shares critical detail with relevant stakeholders in near-real-time.

LEVERAGE CUSTOMER FEEDBACK TO IMPROVE EXPERIENCE

A tool dedicated to measuring the effectiveness of case management, operational improvements and business performance.

Experience improvements that drive bottom-line revenue

The relationship between improving customer experience and increased revenue can be difficult to quantify, but Touchpoint Group's robust reporting framework takes the guesswork out.

Drive improvements and measure the effects they have on revenue-driven KPIs. Make a case for operational change using a reporting framework that is customised to your industry and customer journey. Gather and react to customer feedback to improve retention, analyse trends to understand how implementing proactive changes has an ongoing effect business performance.

GET STARTED TODAY; enquiries@touchpointgroup.com

www.touchpointgroup.com/solutions

CUSTOMER ENGAGEMENT MANAGEMENT

Engaging with your database helps turn first-time orders into repeat customers, increases order frequency, and encourages customer advocacy. Execute campaigns that are designed to create opportunities for your customers to interact with your brand, and quantify the success with powerful tracking and reporting tools.

- Drive repeat sales and increase basket size with re-marketing
- Delight customers with dynamic personalised content
- Create opportunities to interact in ways your customers love
- Measure KPIs in real-time to understand how engagement translates to revenue



Solutions For All Customer Engagement Needs



Marketing Automation

Increase lead generation, grow your marketing database, and improve sales conversion through remarketing activities. Develop new sales channels and automate your digital marketing experiences with triggered communications. Drive customer engagement with personalised interactions through a host of omni-channel campaigns and promotions.



Email Marketing Toolkit

Send segmented messages with dynamic content to drive email conversion and create a robust source of revenue for your business.

Harness the power of email effectively using our team of experts and the Email Marketing Toolkit. Leverage industry insight and experience to create high-performing marketing campaigns.



Sales & Marketing ROI Reporting

Quantify the effectiveness of your digital marketing strategy as it translates to revenue from your retail locations in real-time. Understand which email campaigns drive conversion to different segments of your customer base, and use this information to create higher-performing campaigns.



NPS & CSAT Analysis

Analyse text feedback from customer satisfaction surveys such as NPS and CSAT to get a true understanding of your customers' experience with your product or service. Quantify the results through ongoing trend analysis to understand the reasons driving customer satisfaction, experience and ratings. Use AI technology to determine root cause, and deliver key actions and solutions through a customised reporting framework specific to your business and industry.



Loyalty Programs

Create loyalty and reward programs that will keep your customers coming back for more. Whether you're after a points-based redemption program, wanting to reward shopper frequency, target key sales and promotions to specific audiences or simply track loyal customers across a range of channels, Touchpoint Group's marketing automation platform can support your requirements.

How omni-channel marketing and analysis can drive engagement

The modern consumer expects relevant information delivered to their inbox regularly enough to remind, but not annoy. They also expect a seamless experience transition from in-store to online. While these expectations can seem insurmountable, the reward you get for achieving customer satisfaction is a customer who becomes a loyal and supportive advocate of your brand.

Drive engagement and create personalised content that converts customers into brand advocates today. Armed with a team of experts that can help make your campaign ideas a reality, we're here to help.

GET STARTED TODAY; enquiries@touchpointgroup.com

www.touchpointgroup.com/solutions

AI ANALYTICS & PERFORMANCE

Analyse and discover insights into business performance, operational issues and revenue generating activities using AI analytics. Read and prioritise customer text data collected through a range of channels within the business. Monitor brand health and customer perception effortlessly with benchmarking and market analysis tools.

AI ANALYTICS & PERFORMANCE SOLUTIONS 3



OPERATIONS & PERFORMANCE

- Identify issues driving customer churn
- Understand the cause of bottlenecks
- Offer resolutions for customer pain points
- Drive efficiencies with root cause analysis
- Allocate responsibility with efficient reporting



SALES & REVENUE

- Understand the cause of low conversion rates
- Identify opportunities to increase revenue
- Delve down into the customer journey to find pain points
- Iterate improvements with granular reporting
- Leverage positive feedback to drive acquisition



BRAND HEALTH & MARKET POSITION

- Benchmark your brand to understand market positioning
- Perform competitor analyses SWOT
- Identify root cause & changes in sentiment
- Detect changes in the market

Analyses designed to drive sales, revenue, business performance & brand health



Business Recovery Review

Understand the effects of COVID-19 or other major economic events on your business, competitors, and sector. Analyse the impact over time, and uncover issues in granular detail to help determine the best course of action to guide your business through recovery.



VoC Feedback Analysis

Detect and prevent issues that impact customer claims and business performance by streamlining operational inefficiencies and identifying opportunities to reduce churn. Investigate and understand issues that cause bottlenecks and decrease department performance using a customisable reporting framework that shares critical detail with relevant stakeholders in near real-time.



Customer Retention Analysis

Analyse and draw out issues experienced by customers within your Customer Experience (CX) feedback to understand the root cause of churn. Improve retention by prioritising improvements based on solutions that will have the biggest impact for your business and its stakeholders.



eCommerce Platform Review

Use AI technology to analyse unstructured CRM and CX feedback data to generate a broad view of how consumers are using your eCommerce platform.

Perform a competitor analysis against industry leaders using publicly available data and benchmark capabilities and performance to determine growth opportunities. Define areas of weakness contributing to lost sales and insights into low user engagement.



Mobile App Platform Review

Analyse publicly available app review data against CRM feedback to reinforce future app direction, strategy, platform longevity and potential areas of growth.

Benchmark against competitors and market disruptors, by comparing product performance and capabilities. Define new opportunities and quantify their impact on customer satisfaction. Improve user engagement and functionality and prioritise customer experience changes that will provide the best outcome for your business.



Sales & Marketing ROI Reporting

Identify the customer segments with the highest ROI by analysing online customer tracking data against transactional data from your retail locations. Understand which campaigns are driving the highest customer conversion and drive improvements to your campaigns by leveraging high-performing customer segments.

Report in real-time on campaign performance and understand how much revenue your marketing campaigns are generating, no matter how your customers convert.



Market Research Analysis

Gather deeper insights into customer behaviour and experiences by changing the way you ask questions. Automate data analysis and spend less time on manual keyword coding by utilising the power of Natural Language Processing (NLP) to connect cause to effect with granular detail. A solution designed to add value to your already existing market research analytics - ideal for both in house and specialised market research firms.



NPS & CSAT Analysis

Analyse text feedback from customer satisfaction surveys such as NPS and CSAT to get a true understanding of your customers' experience with your product or service. Quantify the results through ongoing trend analysis to understand the reasons driving customer satisfaction, experience and ratings. Use AI technology to determine root cause, and deliver key actions and solutions through a customised reporting framework specific to your business and industry.



EX & CX Feedback Analysis

Start gathering insights into your customer and staff experiences by asking open-ended questions that encourage detail-rich responses. Remove the need for leading questions, restricted responses and quantitative measurements. Move to a fluid approach that will drive actionable change within your organisation by highlighting issues that need immediate attention.

LOYALTY & REWARDS

Customer loyalty campaigns don't stop when a shopper leaves your store - the ability to reach your customer wherever they are with tailored messaging and a robust loyalty program will be rewarded with higher purchase frequency, increased basket size, and will ultimately drive advocates for your brand. We understand that every business is different, and a loyalty program is the perfect opportunity to meet your customer's unique needs.

- Points-based rewards systems with secure redemption codes
- Online portals and dashboards to both host and track loyalty
- Dynamic content insertion controlled through segmentation
- Tailored programs to suit individual requirements
- Omni-channel marketing automation

4 SOLUTIONS

ADVOCACY & LOYALTY

Solutions That Drive Advocacy and Loyalty



Loyalty Programs

Create loyalty and reward programs that will keep your customers coming back for more. Whether you're after a points-based redemption program, wanting to reward shopper frequency, target key sales and promotions to specific audiences or simply track loyal customers across a range of channels, Touchpoint Group's marketing automation platform can support your requirements.



Customer Retention Analysis

Analyse and draw out issues experienced by customers within your Customer Experience (CX) feedback to understand the root cause of churn. Improve retention by prioritising improvements based on solutions that will have the biggest impact for your business and its stakeholders.



VoC Feedback Analysis

Detect and prevent issues that impact customer claims and business performance by streamlining operational inefficiencies and identifying opportunities to reduce churn. Investigate and understand issues that cause bottlenecks and decrease department performance using a customisable reporting framework that shares critical detail with relevant stakeholders in near-real-time.



Marketing Automation

Increase lead generation, grow your marketing database, and improve sales conversion through remarketing activities. Develop new sales channels and automate your digital marketing experiences with triggered communications. Drive customer engagement with personalised interactions through a host of omni-channel campaigns and promotions.



Sales & Marketing ROI Reporting

Quantify the effectiveness of your digital marketing strategy as it translates to revenue from your retail locations in real-time. Understand which email campaigns drive conversion to different segments of your customer base, and use this information to create higher-performing campaigns.



Surveys & Questionnaires

Using an intuitive marketing automation platform developed by Touchpoint, create anything from customer and employee experience surveys to stakeholder training programs or points-based rewards programmes, our intuitive CMS allows for the flexibility you need to customise interactive questionnaires, easily and efficiently.

How staff loyalty drives customer acquisition

Loyalty programs don't need to be limited to customers: Our client, Samsung, proves that staff loyalty can be a highly effective method of driving customer acquisition. How do they do it? With a tailored rewards program designed to encourage retail staff to learn about newly released Samsung products, Samsung can ensure that staff are able to answer customers' questions in retail locations across the country.

Think outside the box about how loyalty and rewards programs can drive revenue for your business, and get in touch to start creating a program that will meet your goals.

GET STARTED TODAY; enquiries@touchpointgroup.com

www.touchpointgroup.com/solutions

MANAGED SERVICES

Deliver results in every aspect of your CX and digital marketing activities. From support designing your CX program to expanding it; consulting Senior Executives to ongoing execution and platform training, Touchpoint Group is here for you 24/7.

- Flexible resources available on call
- Affordable alternative to FTEs and agencies
- Support when you need it, where you need it
- Reduce resource and overhead costs
- Increase productivity and execution

MANAGED SERVICES 5 SERVICES

Support Where It's Needed Most



Experts at Every Level

We have a huge range of specialists from UX designers, insight consultants and analysts, developers, project managers and more available to support all your Customer Experience management and analytics needs.



Affordable and Flexible

We're not your big traditional marketing and insights agency, we're all about keeping it local, reducing costs and maximising return on investment whether it be through resource or campaign execution.



Tailored to Your Requirements

Our service is designed to be an in-house extension to your team, we can work with a range of marketing automation programs, established agency partnerships and internal departments. Our services are completely tailored to your individual business requirements.



Technical Ongoing Support

We offer ongoing technical support across all our platforms as well as on-site or online training as and when you need it.

Create powerful pages that work harder for your business, support your campaigns, and drive customer interaction. Store customer database details securely in one place to execute follow-up email or mobile campaigns at a later date.



Success Breeds Success

Your success is important to us. Ensuring ROI through any support service (small or big) is our priority, we strive to not only reduce overhead costs and resource restraints but educate and grow those who are driving the business forward internally.



Driving Business Strategy

Touchpoint's platforms provide a unique insight into business direction and strategy. Our consultants can help create the CX journey, define the roadmap to success and drive adoption, usage and ROI across the business.

MANAGED SERVICES

Experience Management for the Whole Business

Upskill and advance your XM program inhouse by utilising the expertise of our industry specialists and platform creators. Harness the power of Touchpoint Group's platforms by undertaking on-demand and in-person training, get the most out of your resources and the tools they use. Learn how to drive ROI through marketing automation, drive strategy & business direction through AI analytics and navigate CX to drive revenue and business culture.

LEARN MORE TODAY; enquiries@touchpointgroup.com

DATABASE MANAGEMENT & SECURITY

A secure database management system designed to collect, manage and store a broad range of data including customer information, VoC & CX interactions, IT data and internal financial information.

- Mitigate data breaches
- Reduce data exposure risk
- Secure and easy access
- Regulatory industry compliant
- ISO 27001 and GDPR compliant



Certified by the world's most trusted security management system

Data Security Management at Your Fingertips



Data Collection

Collect, segment, store and categorise data from VoC interactions, surveys & questionnaires, market research, digital reach-outs, in-store database capture forms, as well as financial trading data and more.



Data Management

Manage which stakeholders can access data and to what degree. Segment customers, create unique IDs and store thousands of lines of VoC and CX feedback in an intuitive CMS for easy access when you need it - available 24/7 at the push of a button.



Cross-Platform Integration

Use data collected on TouchpointCX to execute marketing campaigns through TouchpointMX. Take it a step further by downloading in bulk responses and feedback stored on both platforms and analysing it on Ipiphany, Touchpoint's AI Text Analytics platform without the need for third-party intervention.



Public Review Data Download & Translation

Let us take the hassle out of downloading thousands of lines of public review data from online sites such as Google Places, Trip Advisor or even App stores. We can securely store the information, translate over 100 different languages into English and provide solutions to support the analysis of the content.



Anti-spam Auditing

Our inbuilt marketing permissions management authentication tool automatically protects our clients against breaching anti-spam rules. It includes an auditing report function allowing users to clearly define the source and management history of their data along with permissions and their sources.



Built For Enterprise Businesses

A database management system designed for banks, financial institutes, telcos and utilities our experience in dealing with highly sensitive customer information is second to none. With over 20 years experience, we have an in depth understanding of regulatory compliance and industry best practice in general security and privacy world-wide.

DATABASE MANAGEMENT AND SECURITY

Data Cleansing Services

Data collection and cleansing comes hand-in-hand. Touchpoint Group's CRM software automatically suppresses email addresses that are considered invalid. This includes mistyped email addresses, bounces, duplicates, unsubscribed list members, or closed accounts. Our services also include quarterly data cleansing and segmentation support so your database is always up-to-date for when you need it.

LEARN MORE TODAY; enquiries@touchpointgroup.com