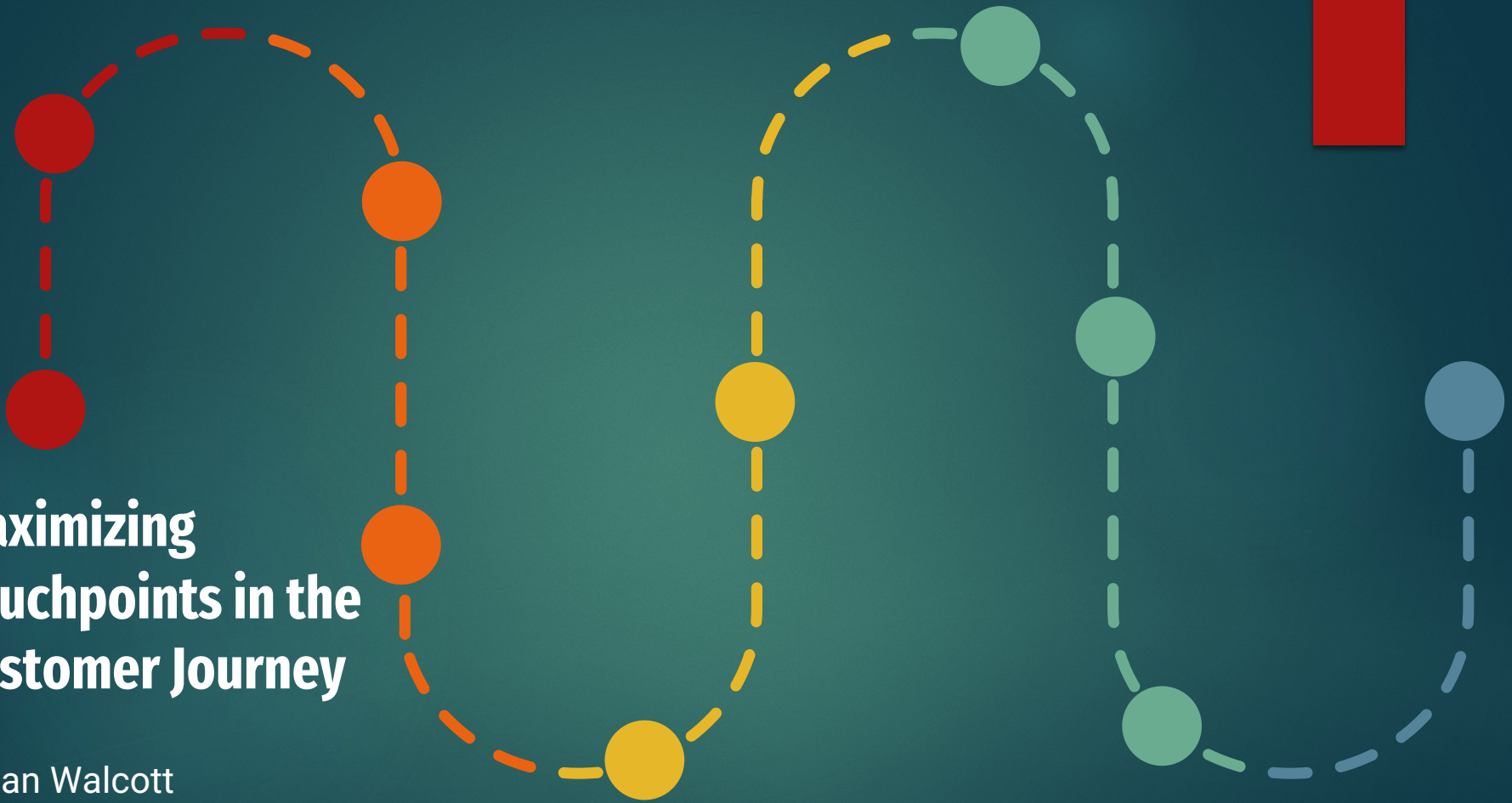


Maximizing Touchpoints in the Customer Journey

Tejan Walcott
Westtown School



About Me



Hometown: Queens, NY

The Lawrenceville School, 2013

Haverford College, 2017

Villanova University, 2022



Agenda

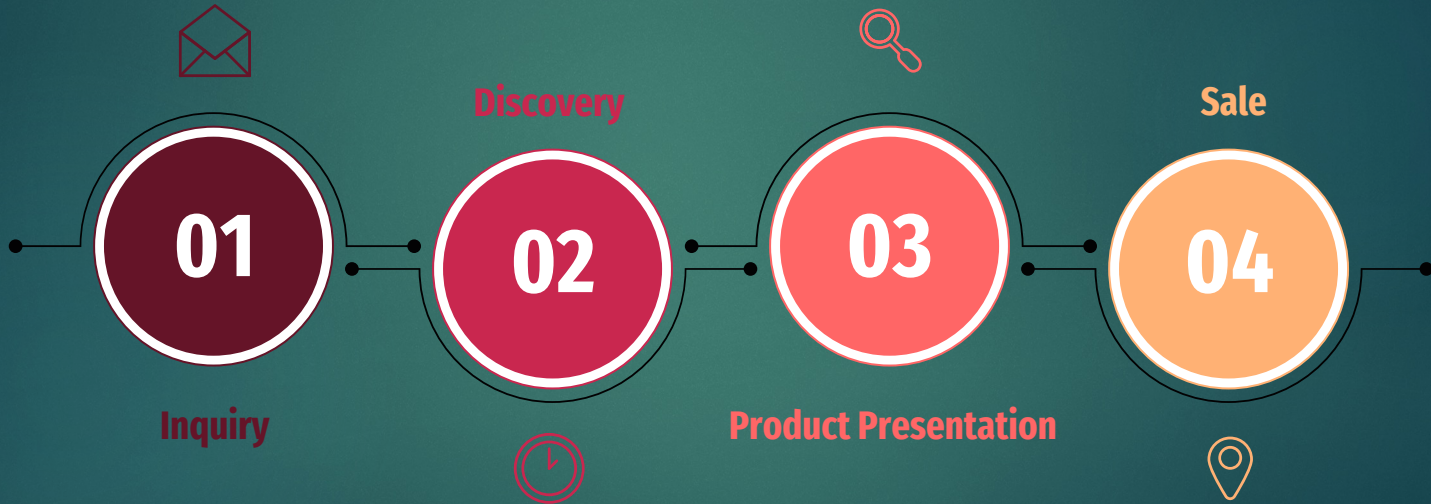
- Westtown School
- Sales Cycle
- Customer Journey
- Group Exercise
- Q&A

Westtown School

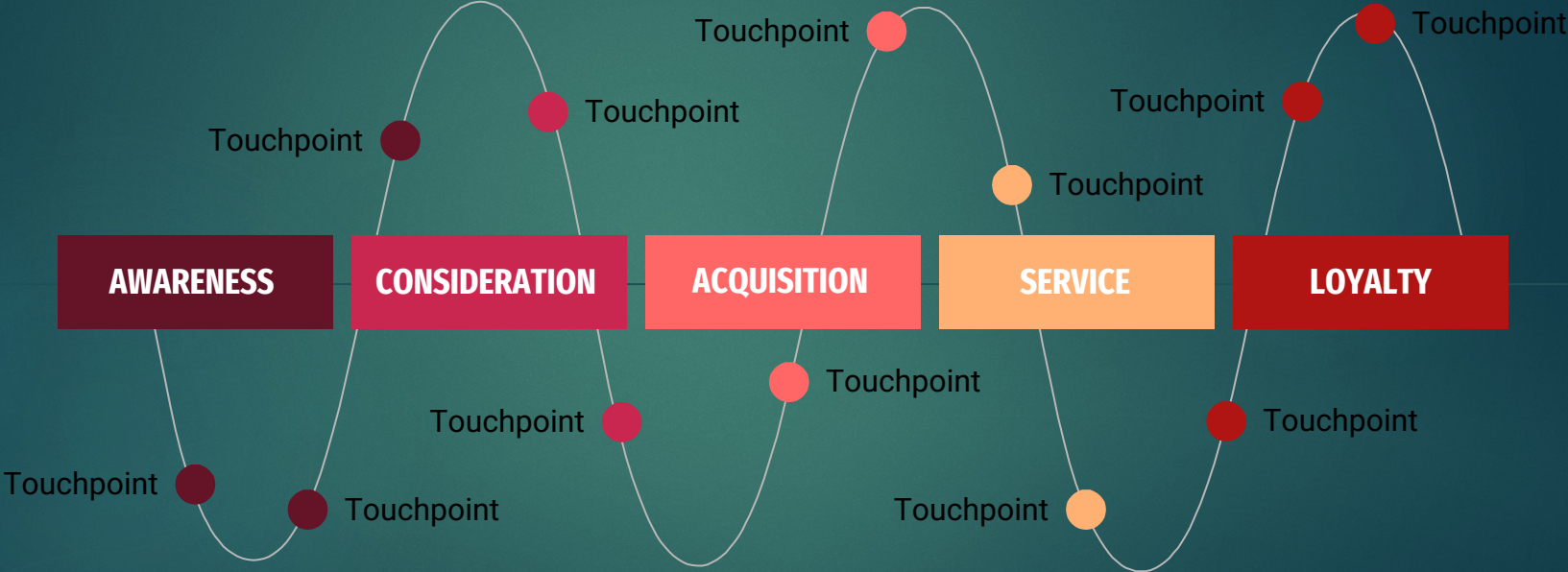


- Westtown Summer Camp
- External Residential Camps
- Westtown Aquatics Club
- Facility Rentals
- External Day Camps
- MooseKids/Enrichment

Sales Cycle



Customer Journey Map



Group Exercise

Use the LARGE Post-Its as your Customer Journey Map.
The SMALLER Post-Its are your touchpoints.

Task 1: Individually map your customer's journey using touchpoints.

10 - 15 minutes

Customer Journey Map



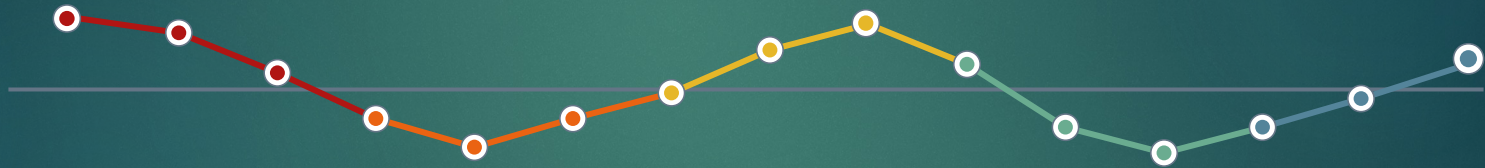
Group Exercise

Use the LARGE Post-Its as your Customer Journey Map.
The SMALLER Post-Its are your touchpoints.

Task 2: Identify touchpoint gaps in your customer's journey.

5 - 10 minutes

Customer Journey Map




Group Exercise

Use the LARGE Post-Its as your Customer Journey Map.
The SMALLER Post-Its are your touchpoints.

Task 3: Roundtable Share-Out

10 minutes

Customer Journey Analytics

PROCESS	AWARENESS	ACQUISITION	SERVICE	LOYALTY
TOUCHPOINT				
CUSTOMER THOUGHTS				
OVERALL CUSTOMER EXPERIENCE				
PAIN POINTS				
IDEAS TO IMPROVE				



Thank You

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