



A-COMMERCE
eCommerce in Österreich

„Wenn jeder Kontakt zählt...“

Touchpoints im eCommerce



A-COMMERCE
eCommerce in Österreich

Stephan Grad
eCommerce Beratung & Events

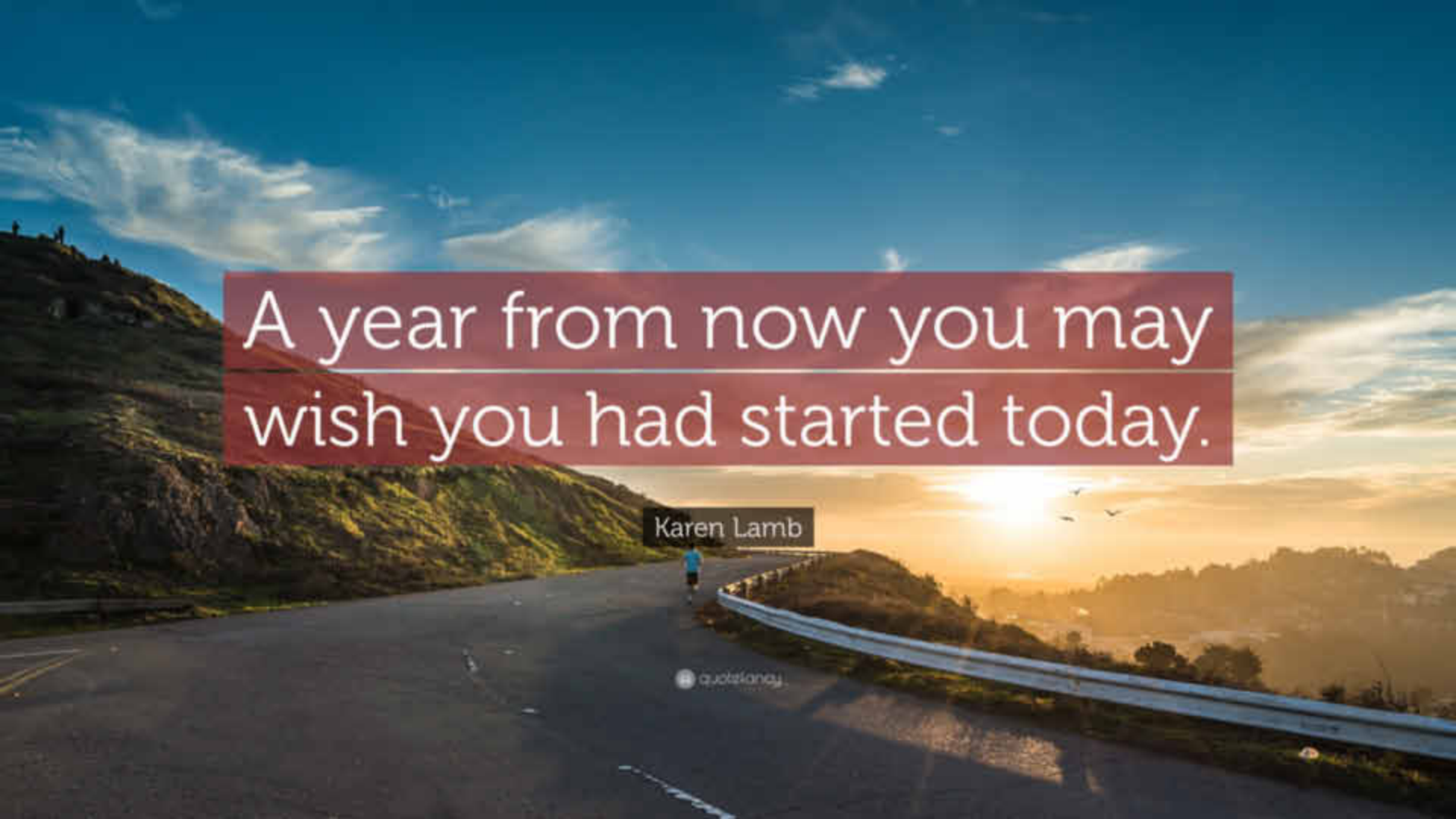
stephan@a-commerce.at
www.a-commerce.at



„You can say **YOU** to me.“

„Our Business is People Business - so we do
interact with each other!“

It's all about the TOUCHPOINTS with your clients

A scenic landscape featuring a winding asphalt road that curves through a valley. In the distance, a person in a blue shirt is running along the road. The background shows a sunset over a valley with rolling hills and a town visible in the distance. The sky is a mix of blue and orange, with some clouds. A large red semi-transparent box is overlaid on the upper part of the image, containing the quote. A smaller black box with the author's name is positioned above the runner. A small logo is visible in the lower center of the image.

A year from now you may
wish you had started today.

Karen Lamb

Exercise

*Do you know all your company TOUCHPOINTS?
Please make a list of those you are aware of*



001. Annual Report



002. Assortment



003. Augmented Reality



004. Banner Ad (online)



005. Beacon



006. Blog



007. Book / eBook



008. Brand Ambassador



009. Business Card



010. Business Partner



011. Cafeteria / Restaurant



012. Calendar



013. Call Center



014. Cash Desk



015. Cinema Advertising



016. Cloud Application / Software



017. Communities (online / offline)



018. Comparison Portal



019. Configurator



020. Consumer Information



021. Contact Form



022. Contest



023. Contract



024. Corporate Social Responsibility (CSR)



025. Corporate Vehicle



026. Correspondence



027. Counter



028. Credit Card



029. Customer



030. Customer Gift



031. Customer Loyalty Program



032. Customer Magazine



033. Customer Rating



034. Customer Reports



035. Delivery



036. Department Store



037. Digital Document



038. Digital Signage



039. Digital Worlds / Avatars



040. Direct Mailing



041. Display Window



042. Downloads



043. E-Banking / E-Invoice



044. E-Mail



045. E-Mail Footer



046. E-Mail Newsletter



047. Employee



048. Events



049. Exhibition



050. Extranet



051. Facebook



052. Fax



053. Kundengeschenk



054. Flagship Store



055. Flyer



056. Games



057. Goods Packaging



058. Events



059. Internet Telephony



060. Link / QR Code



061. Manager / Decision Maker



062. Media Relations



063. Merchandising



064. Microsoft



065. Mobile App



066. Mobile Sales Vehicle



067. Navigation



068. Newspaper



069. News Platform



070. Offer



071. Online Business Network



072. Online Marketplace



073. Online Search (on own Website)



074. Online Word of Mouth



075. Online Dialogue



076. Online Shop



077. Online Video



078. Outdoor Advertising



079. Owner / Shareholder



080. Parking Lot

179



With ChannelCARDS by [foryouandyourcustomers](#), you get a better understanding of your business and a clear overview of the touch points used to reach your customers.



036.
Department Store



035.
Delivery



029.
Customer



033.
Customer Rating



097.
Receipt



121.
Unboxing



052.
Fax



YOU are a customer by your own – think outside of the box on how your company is doing.

Ask your friends, family, sport mates, new employees etc...



001. Annual Report



002. Assortment



003. Augmented Reality



004. Banner Ad (online)



005. Beacon



006. Blog



007. Book / eBook



008. Brand Ambassador



009. Business Card



010. Business Partner



011. Cafeteria / Restaurant



012. Calendar



013. Call Center



014. Cash Desk



015. Cinema Advertising



016. Cloud Application / Software



017. Communities (online / offline)



018. Comparison Portal



019. Configurator



020. Consumer Information



021. Contact Form



022. Contest



023. Contract



024. Corporate Social Responsibility (CSR)



025. Corporate Vehicle



026. Correspondence



027. Counter



028. Credit Card



029. Customer



030. Customer Gift



031. Customer Loyalty Program



032. Customer Magazine



033. Customer Rating



034. Customer Reports



035. Delivery



036. Department Store



037. Digital Document



038. Digital Signage



039. Digital Worlds / Avatars



040. Direct Mailing



041. Display Window



042. Downloads



043. E-Banking / E-Invoice



044. E-Mail



045. E-Mail Footer



046. E-Mail Newsletter



047. Employee



048. Events



049. Exhibition



050. Extranet



051. Facebook



052. Fat



053. Kundengeschäft



054. Flagship Store



055. Flyer



056. Games



057. Goods Packaging



058. Events



059. Internet Telephony



060. Link / QR Code



061. Manager / Decision Maker



062. Media Relations



063. Merchandising



064. Microsite



065. Mobile App



066. Mobile Sales Vehicle



067. Navigation



068. Newspaper



069. News Platform



070. Offer



071. Online Business Network



072. Online Marketplace



073. Online Search (on own Website)



074. Online Word of Mouth



075. Online Dialogues



076. Online Shop



077. Online Video



078. Outdoor Advertising



079. Owner / Shareholder



080. Parking Lot



081. Partner Store



082. Photo Community



083. Pick-up Points



084. Point of Sale



085. Pop-up Store



086. Presentation



087. Pricetag



088. Product



089. Product Catalogue



090. Product Documentation



091. Product Experience



092. Product Label



093. Product Packaging



094. Product Partnership



095. Product Placement



096. Radio



097. Receipt



098. Scanner



099. Seal of Quality



100. Search Engine Advertisement



**SMART DATA >
BIG DATA**







Each Department collects and uses Data & Information of your clients on their own – join your forces and knowledge

You are **ONE** Company

And there is just **ONE** chance for a first impression!



**THIS IS A
BULLSHIT
FREE ZONE.
WE DO NOT
APOLOGIZE FOR ANY
INCONVENIENCE.**



1. Target the right customers



2. Show them **ONE** face to the customer




3. Give the customer all the information he needs



4. Show them how valuable they are to you





A close-up photograph of a bicycle bell on the left side of the frame. The background is a dark, grid-like pattern of bicycle spokes. A quote is centered in the image, with the author's name below it.

The habits that took years to
build, do not take a day to change.

Susan Powter

 quotzianoy

Think about every problem & process
from a customer point of view first!

Combine these information with your internal needs

Thank you very much for your time, *have a great day*
and I wish you a lot of fun on building up your
TOUCHPOINT Culture!





A-COMMERCE
eCommerce in Österreich

Stephan Grad
eCommerce Beratung & Events

stephan@a-commerce.at
www.a-commerce.at

