

# Customer Touch Points and Standards

*Try capturing it in a handy reference table.*

Touch Point	Expected Attribute	Target	Actual Performance
Inquiry	Timely	Reply in 15 minutes	95% on target
Booking	Accurate	99% accuracy	80% accuracy
Service	Friendly	Average 5 stars on customer feedback	Average 5 stars on customer feedback
Billing	Accurate	99% accuracy	99% accuracy
Thank You	Friendly	Average 5 stars	Average 5 stars
Follow-up Offer	Helpful	40% re-book service on offer	20% re-book on offer