A Brand Touchpoint Wheel helps you engage internal teams in working together to interpret and reinforce your brand appropriately at all touchpoints. It’s a visual representation of all your brand touchpoints and how different stakeholder groups impact them.

Follow these steps to develop one:

1. **Audit** – compile a list and collect examples of all the ways people in the outside world come into contact with your company and all the experiences your company provides.
   - Select an organizing logic to plan your audit and categorize your findings. Possible approaches:
     - **interactions** with customers **pre-purchase**, **purchase**, and **post-purchase** -- and then add **non-customer** interactions like corporate touchpoints
     - **static** touchpoints like advertising or packaging, **people** touchpoints like call centers or salespeople, and **interactive** touchpoints like social media or websites
     - **owned** vs. **shared** vs. **non-proprietary** touchpoints

   **Tips:**
   - remember to include all of your products – they’re touchpoints!
   - start from the outside – identify the touchpoints your customers and other external stakeholder groups encounter, not the departments or functions of your organization
   - consider convening a cross-functional team to conduct the audit so you get more comprehensive results

2. **Map** –
   - List the internal group(s) responsible for each touchpoint and/or the functions that produce each touchpoint
   - Identify the common groups/functions across touchpoints and compile the touchpoints by group/function

   **Tip:**
   - start from the touchpoint and identify which group(s) impacts it most directly; then work backwards to determine the other group(s) that might be involved
3. **Arrange** – organize the list of touchpoints by group or function and then put together a wheel:
   - Put your brand in the center
   - Show the different groups and/or functions that impact touchpoints as spokes radiating out
   - Use layers inside the wheel to organize groups and functions together
   - Position all of the touchpoints on the rim based on the groups/functions
   - Share the wheel with various people in your organization to get feedback and be prepared to go through several rounds of draft wheels before a final version is set

4. **Evaluate** – evaluate the experience your company delivers at each touchpoint by using:
   - Consumer/customer research – conduct primary research to learn how your customers perceive your brand and how well they think you perform at each touchpoint
   - Self assessments – collect ratings from people throughout your organization (from leaders to frontline employees) on the company’s performance at each touchpoint
   - Analyst and industry reports – review the publicly available commentary and data about your organization’s execution compared to competitors’

5. **Prioritize** – designate the top 5 – 10 touchpoints that your organization should focus its efforts on right away. To prioritize touchpoints:
   - Use the sources of information from #4 to determine which touchpoints have the most impact on customers’ and other outside stakeholders’ expectations and experiences
     *Tip: use stated and implied importance ratings in your research analysis*
   - For the most impactful touchpoints, compare your performance (as indicated in step #4 above) to your brand platform and desired customer experience to illuminate which touchpoints are most out of alignment
   - For each of the touchpoints with the largest gaps, determine
     - the estimated cost of making improvements to it
     - the importance of it your company’s longer term goals and objectives
   - Rank each touchpoint by cost and long-term importance

6. **Act** -- create an action plan for optimizing the top touchpoints
   - Identify what you need to start doing, stop doing, continue doing to improve
   - Set a timeline with key milestones
   - Conduct follow-up consumer/customer research to compare your progress to the baseline measurement identified in step #4 above

**visit http://deniseleeyohn.com/FUSION to learn more about FUSION the book and to download the Brand Touchpoint Wheel Template**