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Up to this point, we  
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touchpoint as having a 1:1 relationship with the channel they engaged in (physical location, website, phone call, etc.). But mobile helped channels converge and contexts shift. The picture wasn't so clear. We are tackling a more rich and dense view of a customer's experience.



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by Chris Risdon, Patrick  
Quattlebaum June 07,

2018. Published in User  
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Editors Note: This is an  
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Orchestrating  
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Quattlebaum . It is available from Rosenfeld Media in paperback and ebook.

The term touchpoint, along with channel, has slowly made its way into the lexicon of organizations primarily via the marketing function.

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