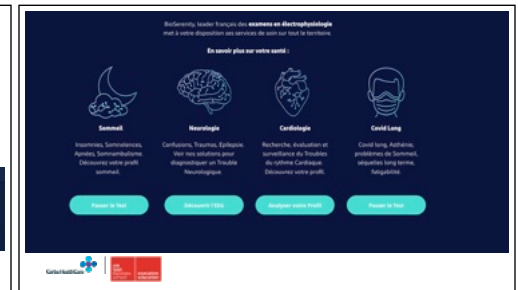
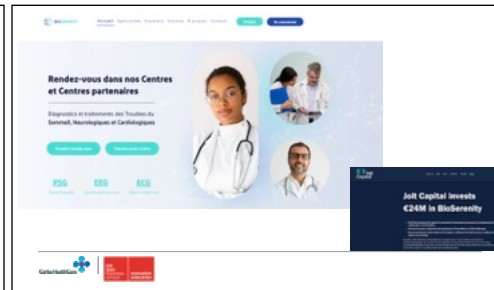
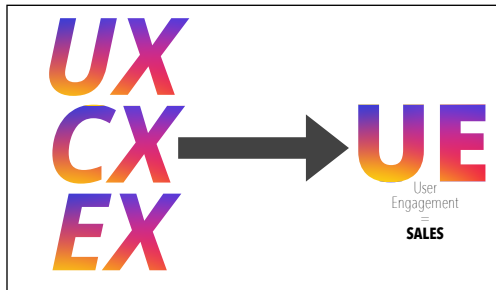


CX > UX
qualité
plus de contact avec les clients

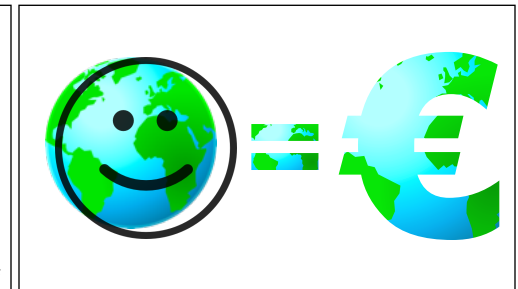


????????
creating value for
companies,
customers,
& ecosystems

marketing
créer de la valeur
pour le client,
l'écosystème,
et l'entreprise

“

 le marketing”
 HK



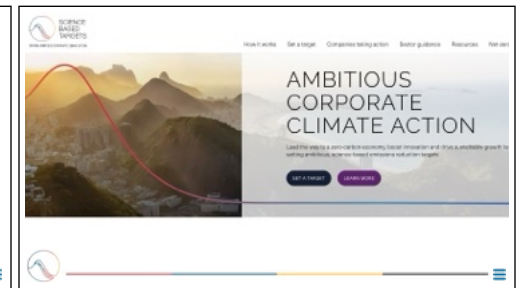
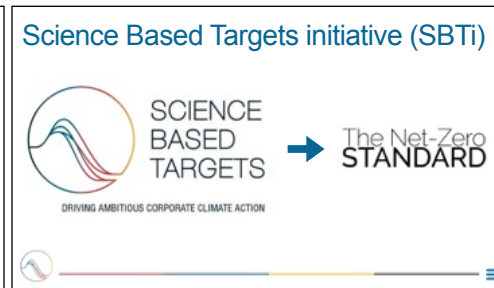
The best marketing strategy ever :
« CARE »
Gary Vaynerchuk
Stop selling. Start helping
Zig Ziglar

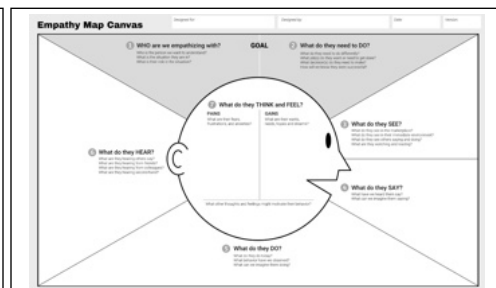
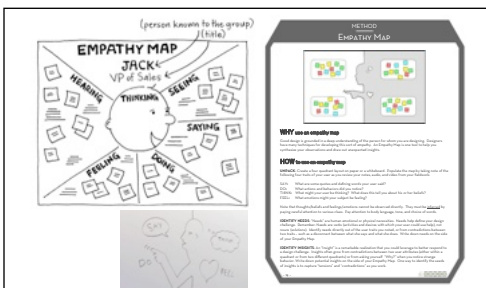
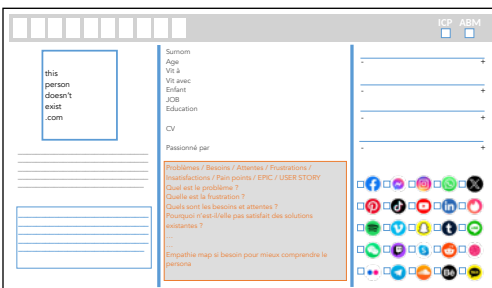
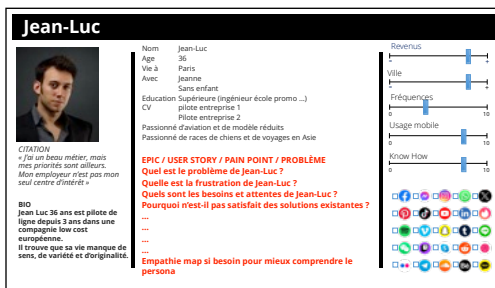
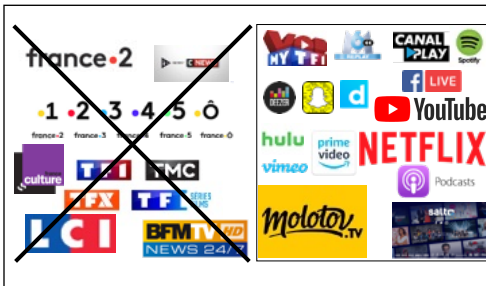
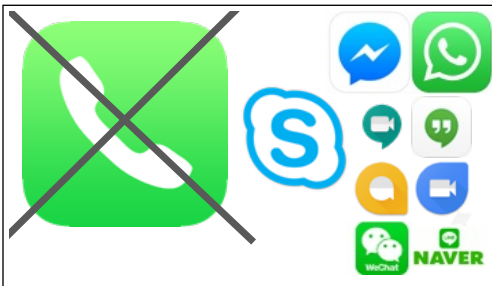
“
your
happiness
is my
business”

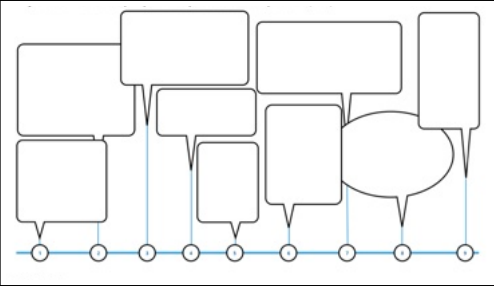
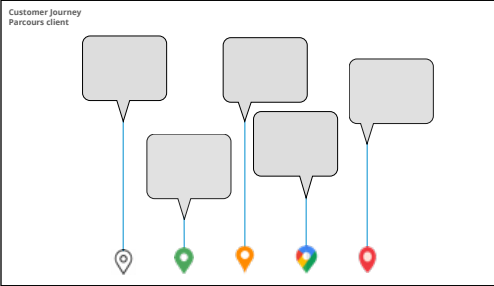
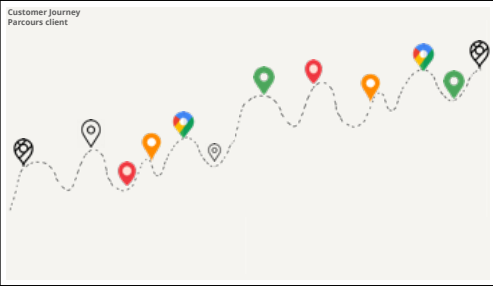
 Inspiré par Gérard Nilsson & Paul Dubreil

marketing
créer de la valeur
pour le client,
l'écosystème,
et l'entreprise

[... no plan B,
 (...no planet B)
Ban Ki-moon]







Nom du Touchpoint / Point de contact	1	2	3	4	5	6	7	8	9
Channel / Canal									
Interaction du client									
Interaction de la marque									
Acte du client perçu par le client									
Décalage avec le positionnement voulu									
Solutions et propositions d'amélioration									

Nombre de Touchpoints / Point de contact	1	2	3	4	5	6	7	8	9
1									
2									
3									
4									
5									
6									
7									
8									
9									

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