

Hank Brigman: Consultant, Trainer, Speaker, Author

The Touchpoint Guru

Hank Brigman is passionate about customer interactions, or Touchpoints. He is a recognized pioneer, innovator and expert in rapidly growing area of Customer Experience Management (CEM) – a systematic process of improving the quality and consistency of Touchpoints. When people the world over have questions about Touchpoints, they call Hank.

Through his consulting, training, speaking and writing, Brigman has helped organizations of all sizes, including three in the Fortune 30. His goal: To help them better understand Touchpoints and how to actually realize the tangible benefits of improving customer experiences, Touchpoint by Touchpoint.

Through a no-charge initial consultation, Hank will work with you to evaluate your situation and together you will determine what will best meet your need. While each client's work is customized, Brigman's work typically falls into one of following:



- **Consulting or Coaching:** Hank's hands-on consulting can include situation analysis, setting goals and objectives, benchmarking, primary research, or evaluation and recommendations. However, you may just need some coaching to more efficiently and effectively guide you or your department or organization through its efforts to improve experiences and loyalty.
- **Training (Implementation):** Hank's Touchpoint Optimization Workshop™ program is proven to help departments or organizations determine and implement standards and best practices at the Touchpoint level.
- **Speaking:** Corporate and association attendees and event host rave about Brigman's keynote addresses, interactive breakout sessions and workshops.

"I expect my work to immediately improve customer-centricity. Everyone will go forward with a better understanding of Touchpoints, a motivation to improve those they support, deliver or develop, and the knowledge to do so." Hank Brigman.

As a thought leader, Brigman has published numerous articles on the topic of CEM and is wrapping up his first book, *Touchpoint Power! How to Improve Customer Experiences & Loyalty, Touchpoint by Touchpoint (Fall 2007)*.

As an CEM innovator, Brigman co-founded Touchpoint Metrics, a research consultancy dedicated to helping clients better understand, improve, manage and measure Touchpoint performance. He also co-invented and applied Touchpoint Metrics' Touchpoint Mapping®, the process of inventorying and mapping Touchpoints along customer lifecycle stages.

Brigman enjoyed a three-year stint as a professional golfer on a variety of mini tours after earning his BBA in Marketing from Eastern Michigan University.

Hank Brigman welcomes your inquiries. He can be reached for a complimentary initial consultation or to chat about Touchpoints or golf at 415.258.8524 or hbrigman@touchpointguru.com. For more information regarding Hank's services, visit www.touchpointguru.com.