# The Touchpoint Inventory

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

A complete list of every message your customers receive, who owns it, and the job it does. You cannot design an experience you have not counted.

**WHAT IT IS**
A single list of every automated and manual message: flows, campaigns, transactional emails, texts and replies. Most brands find messages nobody remembers owning.

**HOW TO USE IT**
1. Export your flows and campaigns. 2. Add transactional messages from your store platform. 3. Fill one row per message. 4. Mark overlaps and gaps. 5. Retire or fix what has no job.

**WHERE MESSAGES HIDE**
Store platform order emails, support tool auto-replies, subscription billing notices, review app requests, loyalty app messages and old flows nobody turned off.

## The five questions for every message

| WHY DOES IT EXIST? | WHO GETS IT? | WHEN DOES IT ARRIVE? | WHAT SHOULD HAPPEN NEXT? | WHO OWNS IT? |
|---|---|---|---|---|
| One clear job. | One defined audience. | A trigger or a date. | One next step. | A named person. |

If a message cannot answer all five, it is a candidate to fix or retire.

# Message inventory

SAMPLE DATA

One row per message. Include automated and manual, marketing and transactional. Add rows as needed.

| MESSAGE | TRIGGER OR SEND RULE | STREAM | JOB IT DOES | OWNER | STATUS |
|---|---|---|---|---|---|
| **Welcome email 1** | Joins the list | Marketing | Set expectations, invite a reply | Email manager | Live, rewrite due |
| **Cart reminder** | Cart left 2 hours | Marketing | Bring them back to the cart | Email manager | Live |
| **Order confirmation** | Order placed | Transactional | Reassure, confirm details | Store manager | Live, plain |
| **Shipping update** | Label created | Transactional | Say when it arrives | Store manager | Live |
| **Review request** | 14 days after delivery | Marketing | Ask for feedback | Email manager | Live, too generic |
| **Old holiday flow** | Date in November | Marketing | None, left on by mistake | None | Retire |

# Gaps and overlaps

SAMPLE DATA

Walk the customer's path and check there is one message, not zero and not three, for each moment.

| MOMENT | MESSAGES TODAY | GAP OR OVERLAP? | WHAT TO DO | OWNER |
|---|---|---|---|---|
| **Question before buying** | None | Gap | Add a help email with sizing and care answers | Email manager |
| **Delivery delay** | None | Gap | Add a proactive delay notice | Store manager |
| **Back in stock** | One, manual | Gap | Automate with a restock trigger | Email manager |
| **After first use** | Review request, plus a loyalty message | Overlap | Merge into one care email, then ask | Email manager |
| **Gift purchase** | Same as normal order | Gap | Add a gift version with no prices | Email manager |

# Action plan and review rhythm

SAMPLE DATA

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

| # | ACTION | LINKED FINDING | EFFORT | IMPACT | OWNER | DUE |
|---|---|---|---|---|---|---|
| 1 | Retire the old holiday flow | Inventory row 6 | Low | Medium | Email manager | Week 1 |
| 2 | Add a proactive delay notice | Gap, delivery delay | Medium | High | Store manager | Month 1 |
| 3 | Merge review and loyalty messages | Overlap, after first use | Low | Medium | Email manager | Month 1 |
| 4 | | | | | | |

## Review rhythm

**MONTHLY**
Add new messages the week they launch. Mark anything retired.

**QUARTERLY**
Walk the whole inventory. Check every owner is still right.

**AFTER ANY CHANGE**
New platform, new store app, or new flow: update the list first.

**Next: use the Message Check on every message that has a job but weak results.**