

Morphological Analysis – Onboarding

FEATURES	MEANS													
Type of customer	Pioneer	Traditionalist	Impulsive	Discount	Need-based	Tourist	Novice	Sleeper	Thrifty	Scientist	Sceptic	Rude	Aggressor	Transactional
Strategy	One size fits all	Segmented	Multiple touchpoints	Bespoke individualised										
Touchpoint	Direct mail	Web advert	Direct email	Word of mouth	Distributor lead	Retail	Organic search	Social media	Trade show	Print advert	TV advert	Radio advert	Billboard	Sponsorship ad
Inform	Brochure	Specification sheet	Customer testimonial	Reviews	Expert reviews	Website	Video	Podcast	Infographics					
Purchase decision	Case studies	Pitch	Offer	Accreditation	ROI calculator	Awards	Testimonials	Brand	Guarantee	High quality aesthetics	Peer pressure /influence			
Customer engagement	Sign up form	Phased agree	Product tutorial (How to)	pdf contract generation	Web form submission									
Due diligence	Upload selfie while holding ID documents	Voice and video recording	Document and content recognition software	Document authenticity check	Underwriting	Agent video call	Signature comparison	Refusal						
Service initiation	Product activation software	Third party	Human in the loop	Automatic										
Relationship management	Webinar	Complaints chatbot	How to chatbot	Offers	Vouchers	Loyalty benefits	Referral bonus	Magazine	Social media	Bespoke service	Peer to peer			