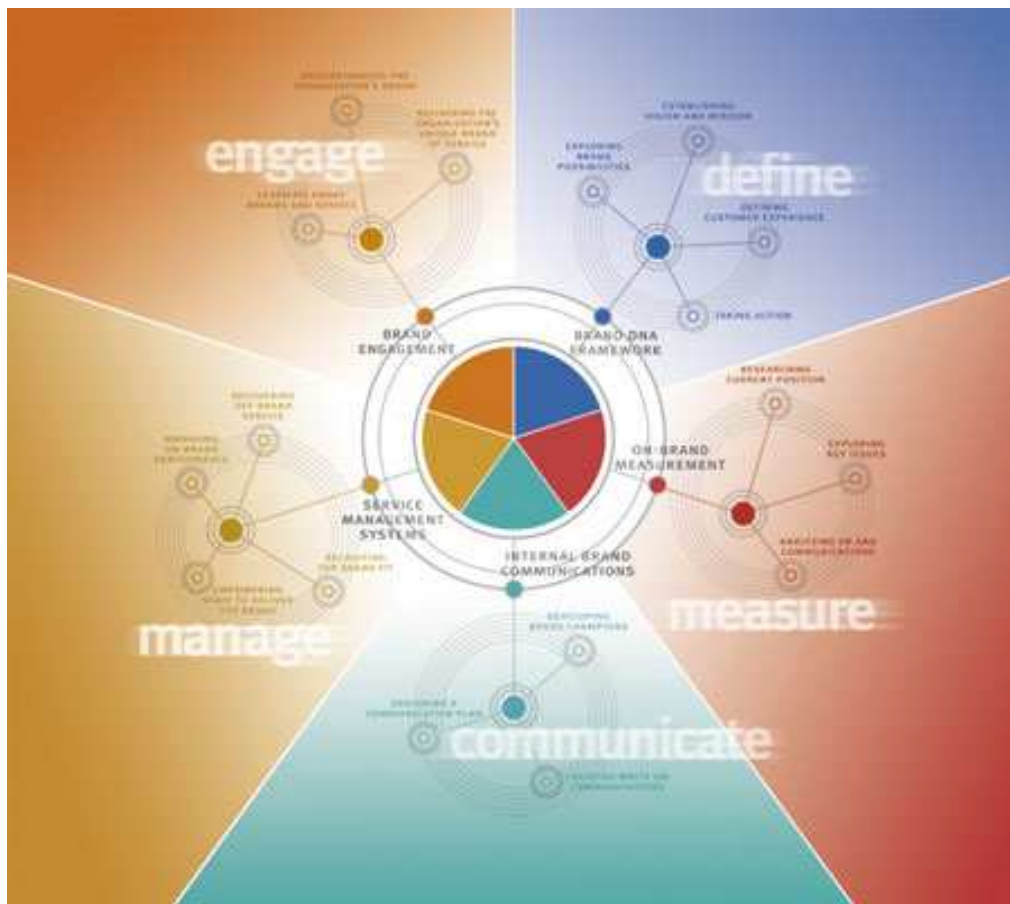


The Concept

Creating an on-brand organization is an emergent process which can involve multiple and concurrent interventions - an ongoing refinement - across all touch-points of the service culture.

Branded Customer Service is not a "one size fits all" approach. It embodies the uniqueness of each organization and should be blended into existing company interventions and operational strategies.

The Brand-Building Pathway



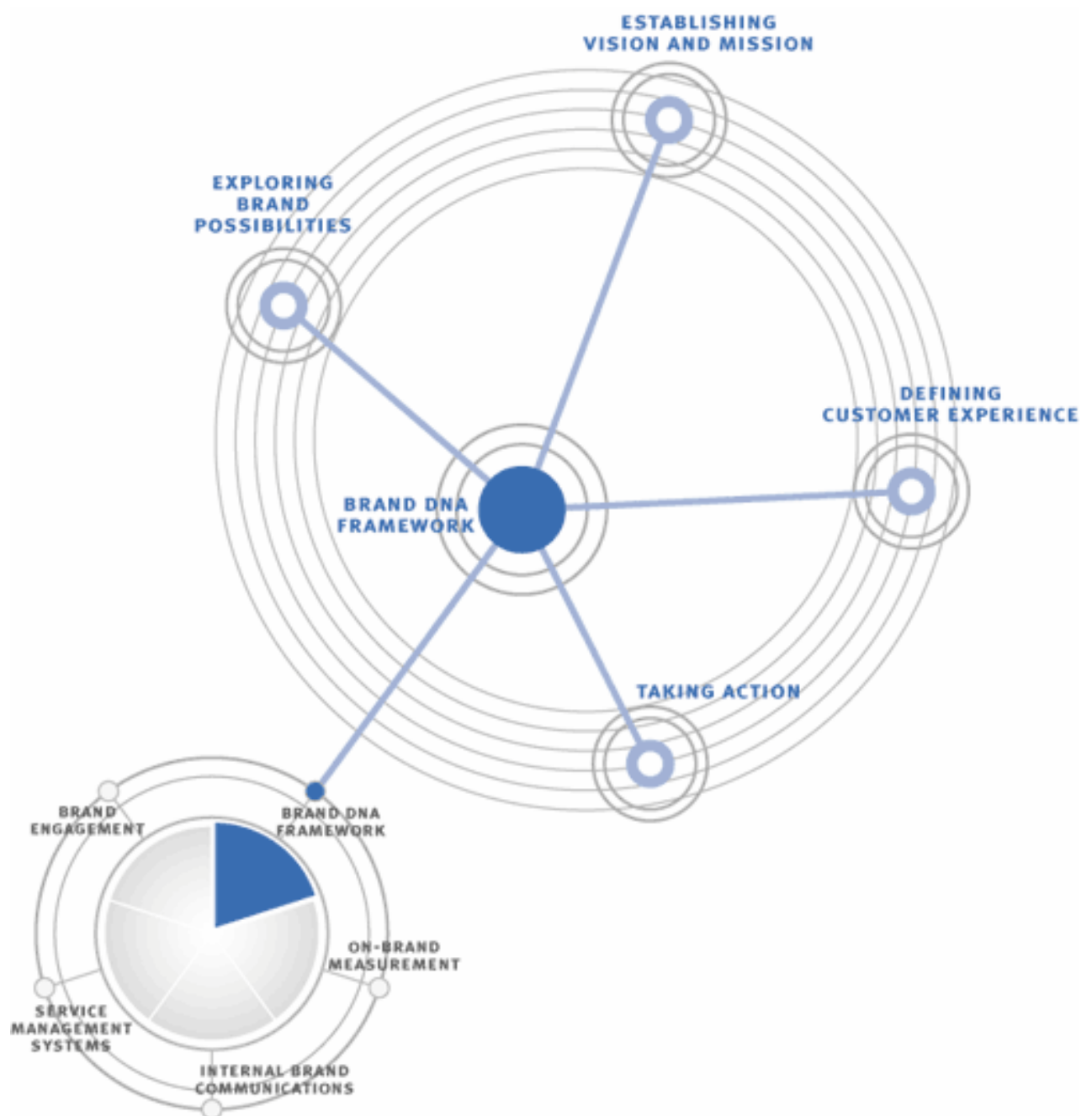


The brand-building pathway consists of:

define

Brand DNA

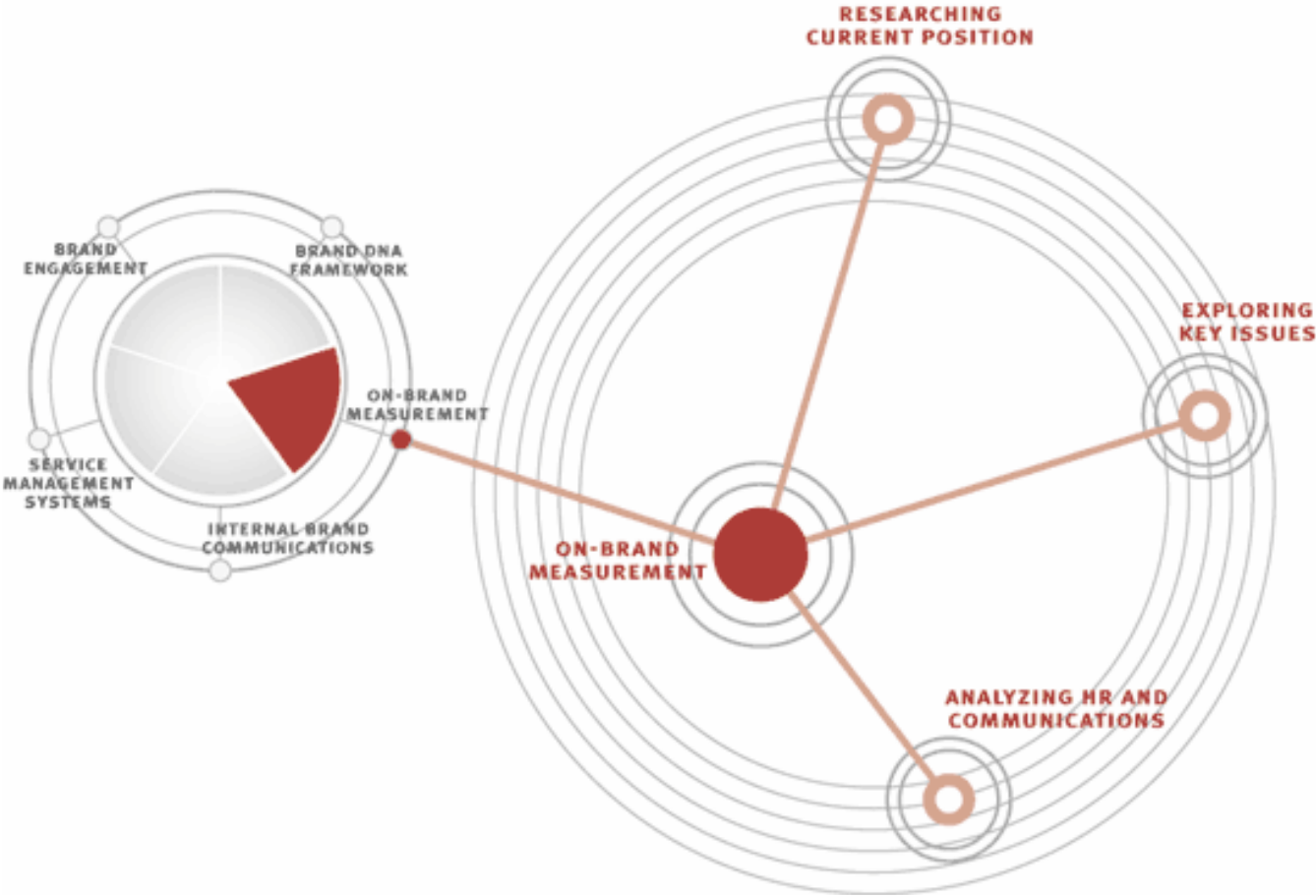
Discover the key brand attributes of your organizational culture and define the service behaviors that bring the brand to life.





On-Brand Measurement

Develop customized tools that reveal and analyze the alignment of service to your brand.

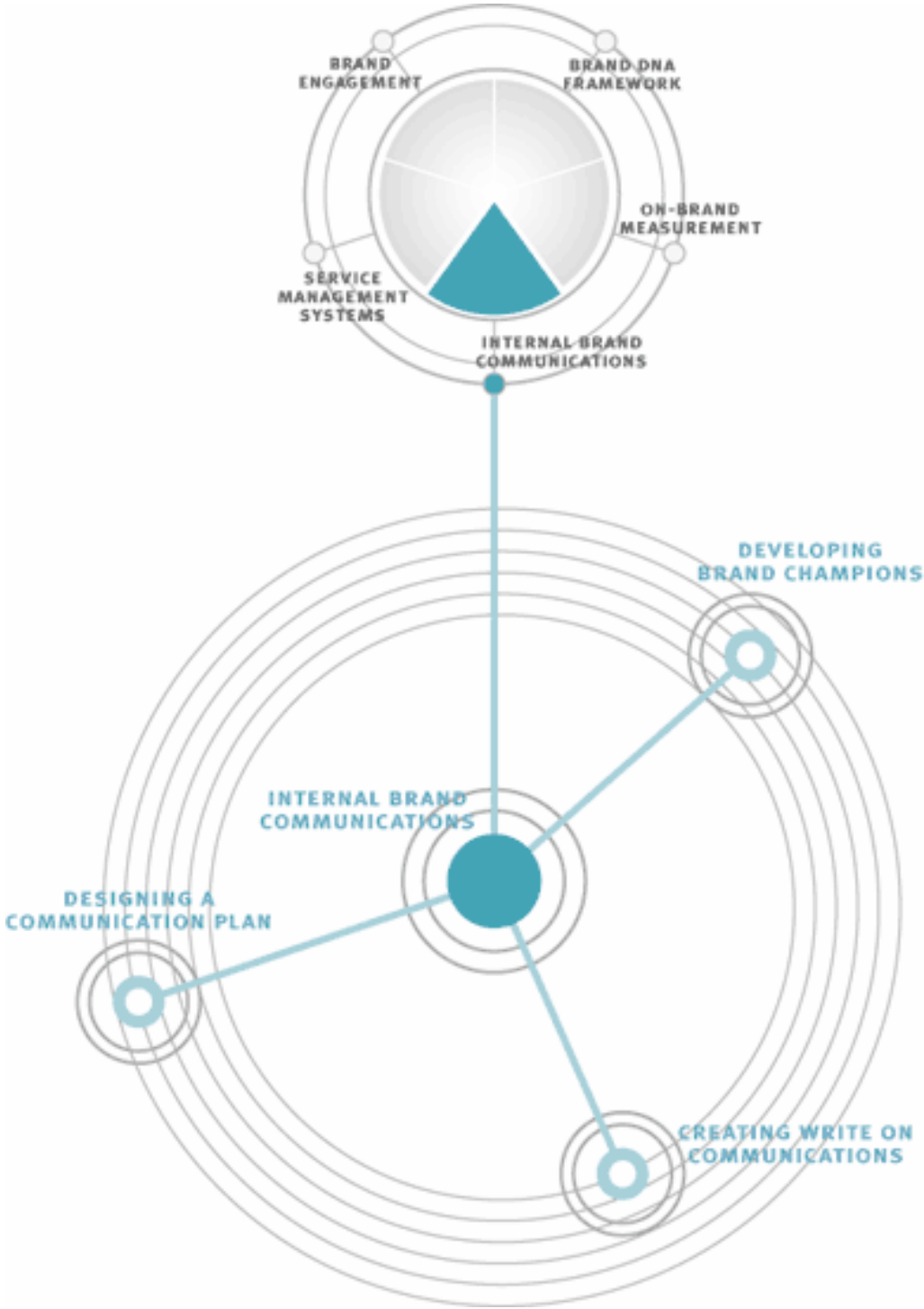




communicate

Internal Brand Communications

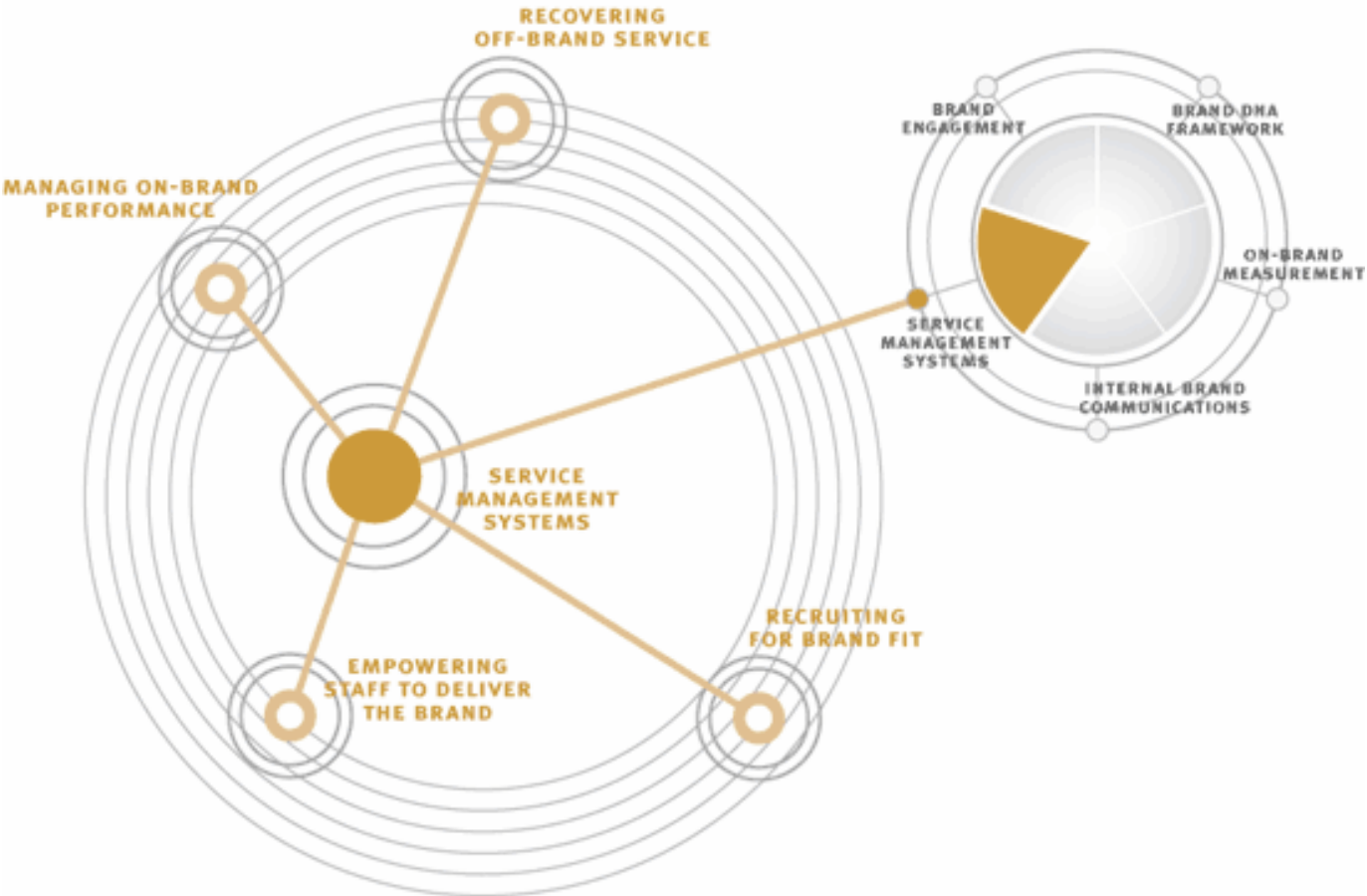
Build skills and strategies for employee communication, and create Brand Champions within your business to keep the messages alive.





Service Management Systems

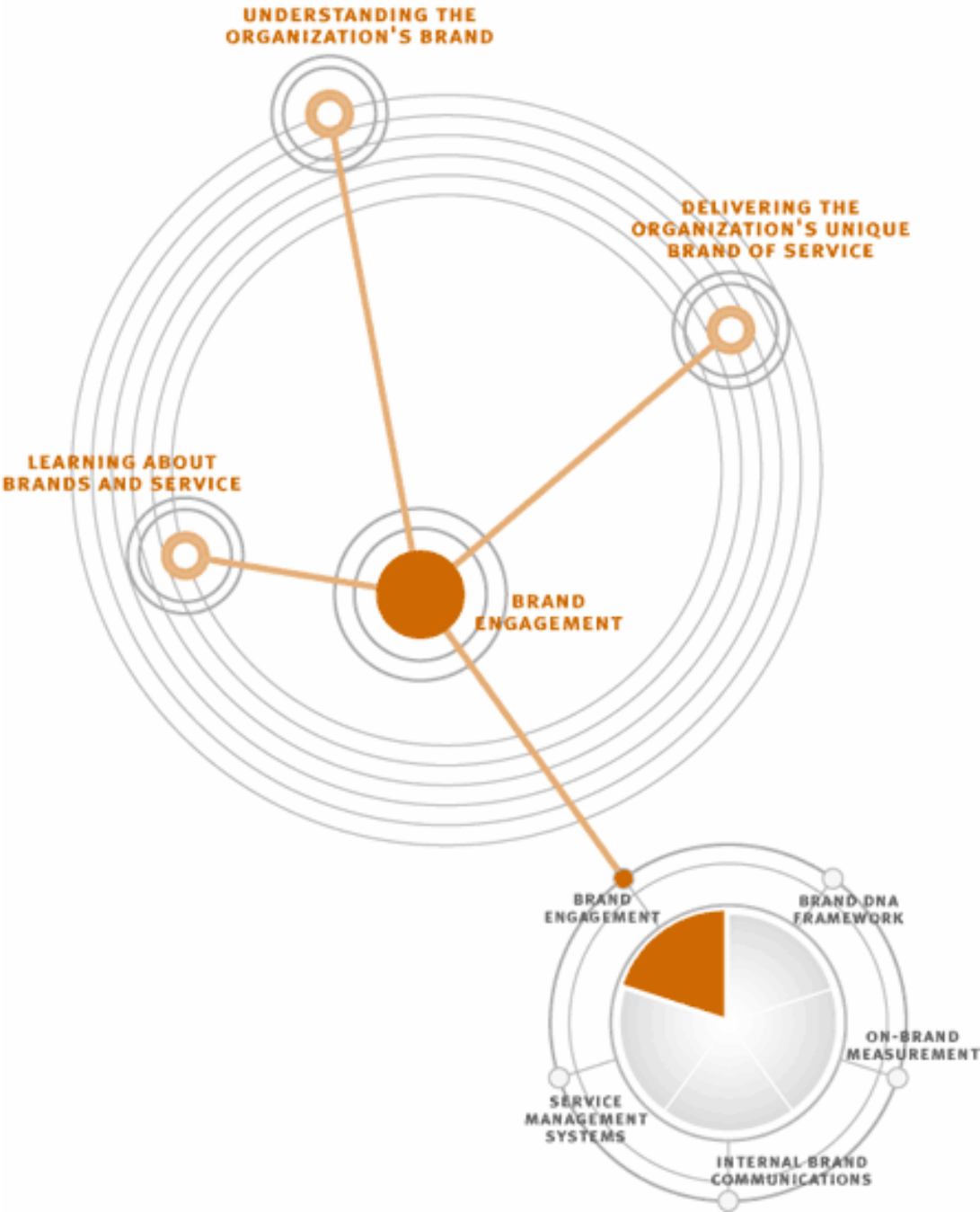
Manage service delivery through focus of the brand, recruit for brand fit, and develop strategies and skills for off-brand service recovery.





Brand Engagement

Build commitment from service staff and align their actions and attitudes to deliver your unique brand experience.



By following this pathway, and blending the concepts with what you already know and do, our vision is that you will achieve significant outcomes:

- defining and consistently delivering customer service that is as distinct as the brand it represents
- instilling on-brand behavior everywhere, and at every level, within the organization
- creating customer experiences that are aligned to expectations created through the promises made about your brand

The opportunity is to unleash the potential of the brand, by maximizing the value of one of the most important brand reinforcement touch-points - **customer service**.

This brand-building pathway equips you with strategic processes, analysis tools, brand education resources, brand champion guidelines, case studies, examples, and an on-line Resource Center. It links the dynamics of customer service with the psychology of brand – two of the most powerful ideas in today's business world.

In its linkage of branding and customer service, it comes from the point of view of customer service, not just brand.