

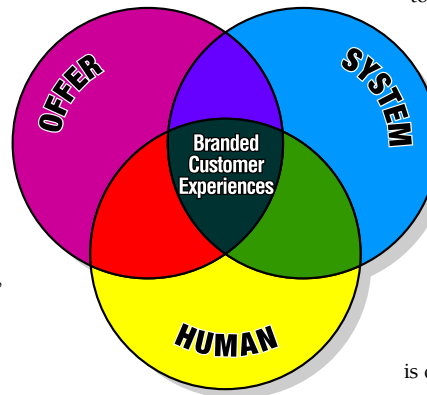
# TouchPoint Branding™

## TouchPoint Branding

### DESCRIPTION:

For a brand to become valuable to customers, it must be significantly different and consistently better than competitive brands. To build a strong brand, then, companies must deliver on the brand promise at every customer TouchPoint. That means that companies can no longer narrowly focus customer service strategies on the human-to-human interactions that occur between the company's front-line and its customers. Today's customer defines great service as getting what they want, when and where they want it, with as little effort and hassle as possible. In many cases, that means with no human involvement at all!

Smart companies have reinvented their value creation systems to develop **BRANDED CUSTOMER EXPERIENCES** at the intersection of three critical TouchPoints: The Offer TouchPoint, The Systems TouchPoint, and The Human TouchPoint. When **BRANDED CUSTOMER EXPERIENCES** are built around these three TouchPoints, customers report higher satisfaction which in turn drives greater brand preference.



### PARTICIPANTS LEARN:

- Why service failure is so prevalent.
- How the definition of "customer service" is changing.
- About the unique systems developed by Amazon.com, American Express, British Airways, USAA Insurance, Lexus, Dell Computer, Washington Mutual and Disney that enable them to consistently deliver branded experiences that create loyal lifetime customers.
- How to create customer rituals and "signature moments".
- How to create irresistible offers.
- How to build customer-friendly delivery systems.
- How to invent a unique front-line personality.
- How to deliver "Systemically Driven Service".
- Why the internal departments are critical to success.
- How to create a service driven culture.

### APPROPRIATE AUDIENCES:

This topic is appropriate for anyone at any level who is interested in delivering **BRANDED EXPERIENCES** to their customers. Executives will find it an effective approach to brand building that involves **EVERY DEPARTMENT** in a holistic process for serving customers. Middle managers will find it a roadmap to customer service success. Front line service personnel will learn what they must do to ensure that they deliver consistently positive experiences that build brand value.

### KEY CONCEPTS:

"Customer service" can no longer be solely the responsibility of the front-line or of the customer service department. Because customers have broadened and redefined their expectations for every product and service, every function and department must redefine their role in value creation and brand building. Only when all departments work seamlessly together to create consistently delivered, branded customer experiences can a company build a strong brand.

- Brands are built on consistently delivered, better and different customer experiences.
  - While brands are typically conceived at the top of the organization, they must be delivered to customers by the front line. Alignment of all departments is essential to success.
    - In the absence of strong systems, "My-Wayism" becomes rampant and inconsistency becomes the norm.
    - When there is a disconnect between the brand promise and the customer experience delivered at the point of contact, brand value is destroyed.
  - Smart service providers have changed the definition of outstanding customer service from a heroic, face-to-face human interaction, to an exceptionally well differentiated offer delivered by an exceptionally well executed system requiring little or no human interaction.
- Companies must differentiate their brands and their customer service by appropriately blending Offer, Systems and Human TouchPoint Interactions for their customers.
- Since the greatest variability occurs in human-to-human contact, companies must design offers and systems that deliver exceptional value with the least possible human contact.
- Human TouchPoints must be differentiated and memorable in order to strengthen the brand.
- Empowerment is not enough! Leaders must demand and measure front line accountability to create branded service excellence.

A BRAND is a promise of a **GUARANTEED EXPERIENCE.**

\* \* \* \* \*

Inconsistent service delivery **DESTROYS** brand value!

#### Formats:

Keynotes	45-90 minutes
Workshops	1-8 hours
<i>"The TouchPoint Branding Experience"</i>	3-5 days
Company specific TouchPoint Branding consulting is also available	