

# Achieve Brand Integrity<sup>®</sup>



A survey of customers from approximately 400 companies reported **only 8 percent** of companies actually deliver a superior experience. Of the companies surveyed, 80 percent believe that the service they provide is indeed superior.

*Bain & Company*

“Not only have we found a new way of valuing the consumer in our effort to meet their needs, we have also developed a solid strategic framework which we can leverage across all of our product lines to maximize revenue and profitability. The key word here is profitably. Any number of strategies can generate a sales lift—but can it do so profitably?”

**Leslie Fleuranges**  
Director of Proprietary Gifts  
Hallmark Cards, Inc.

“Having every person throughout an organization living and breathing what the brand is about is essential. Achieving Brand Integrity enables all employees in a company to be aligned around one common vision and how it is accomplished.”

**Colleen Wegman**  
President  
Wegmans Food Markets, Inc.

## Design the Customer Experience

Every customer (internal or external) goes through a series of typical touchpoints with your company. At each touchpoint, customers interact with your people, products, and/or services in ways that lead them to have a good, bad, or indifferent experience.

The best way to ensure more valuable and profitable customer relationships is to thoughtfully design the experience, train employees on how to do it, and ensure accountability throughout your company. In this workshop you and your team will not only design the experience, but also begin the steps to successful implementation.

### Overview

- Ten or more leaders/employees
- Pre-workshop: Document Customer Experience Touchpoints
- Full-day workshop to document customer experience components (obstacles, processes and standards, behavior non-negotiables, and Above and Beyond Experience Opportunities) and begin to organize and prioritize for training and implementation.

### Benefits from this workshop include:

- Frontline involvement, enrollment, and buy-in
- Development of non-negotiable behaviors and experience for frontline employees and units to follow
- Increased awareness of all Experience Obstacles and the Above and Beyond Experience Opportunities that most frontline employees miss
- Increased service aptitude of employees and management
- Increased awareness of the information that becomes the basis for systems and processes that reduce inconsistencies in the experiences companies tend to deliver
- Ability to create training materials and to test and reinforce the orchestrated experiences at each customer touchpoint

