

A decorative graphic consisting of a large dark blue circle, a smaller yellow circle, and an orange crescent shape overlapping them.

Aligning Brand and the Customer Journey

Translating Brand into Tangible Customer Experiences

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GAME CHANGERS



Translating Brand Into Tangible Customer Experiences



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Location: Toronto, Canada

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Employee Research



Customer
Experience is
the New Brand
Image



Customer Experience = Brand Image



Coming to Mind is Good

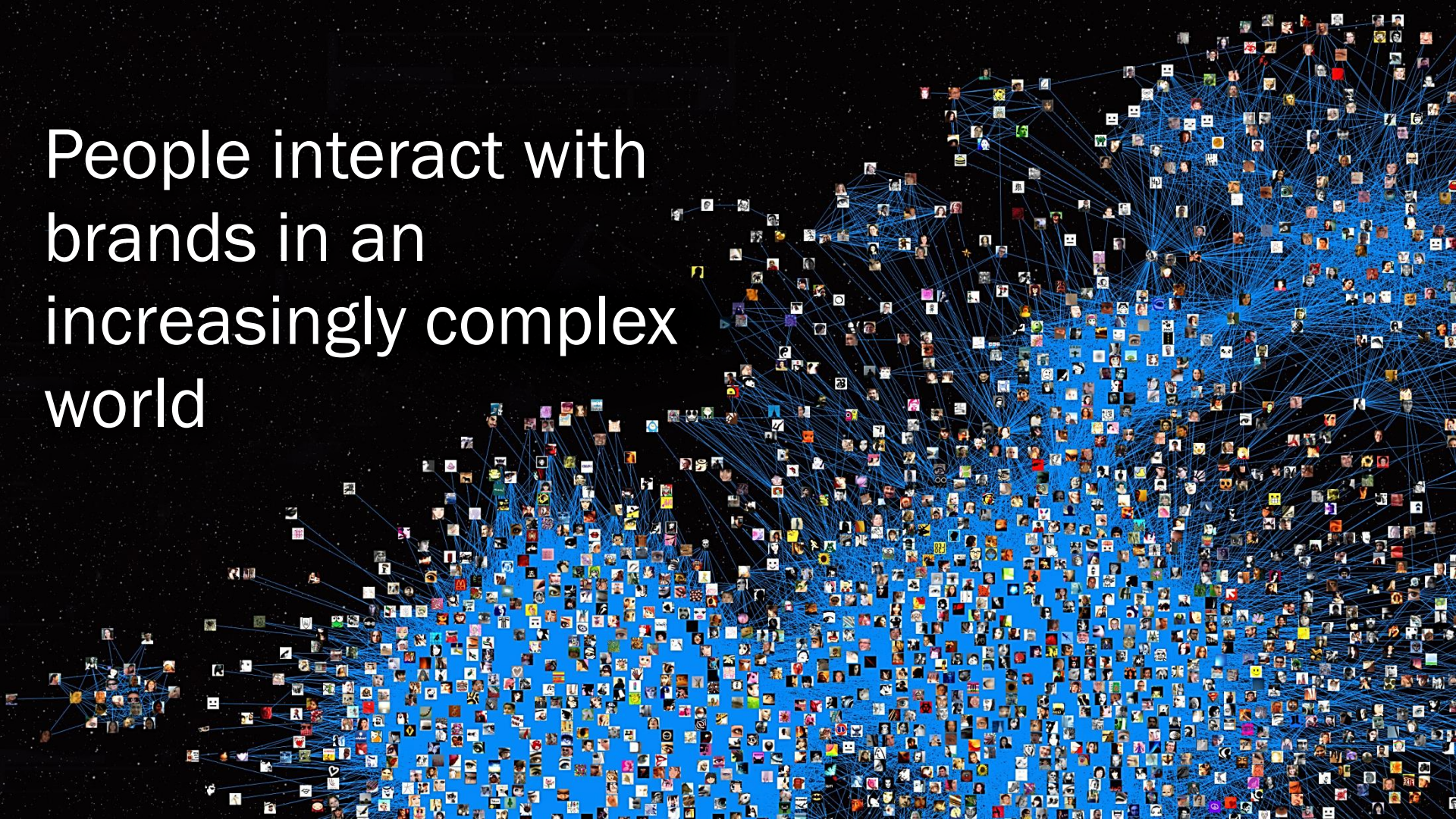
COMING TO MIND FIRST IS BETTER



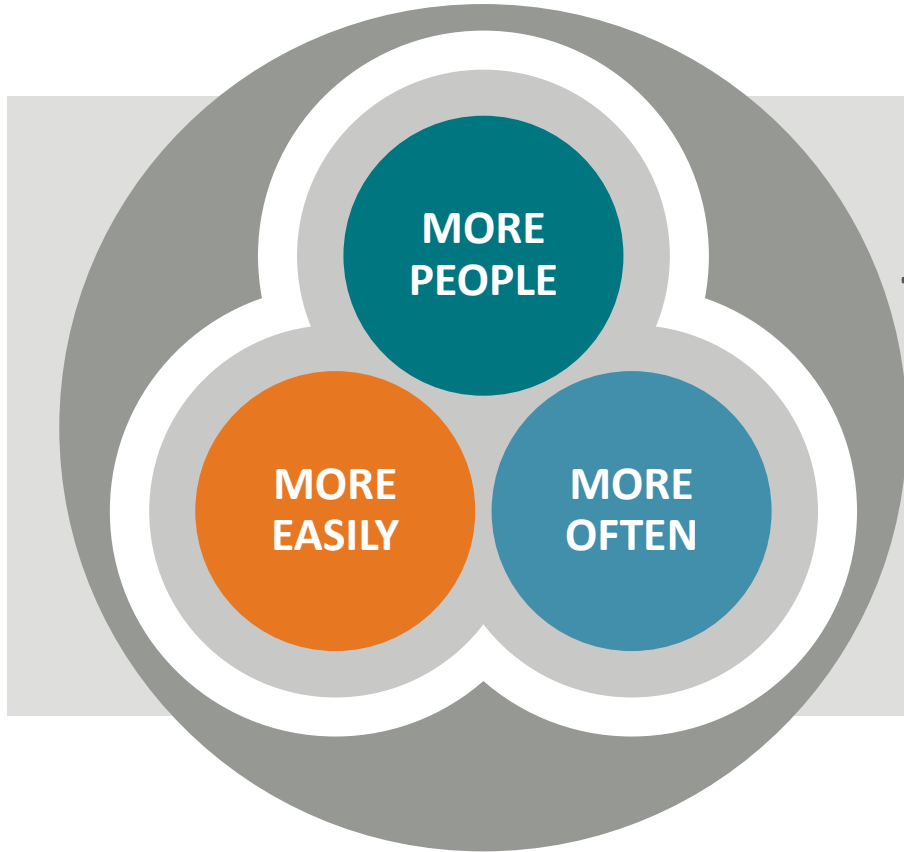


How do you ensure that all your employees deliver a brand worthy experience?

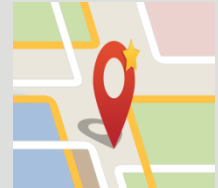
People interact with
brands in an
increasingly complex
world



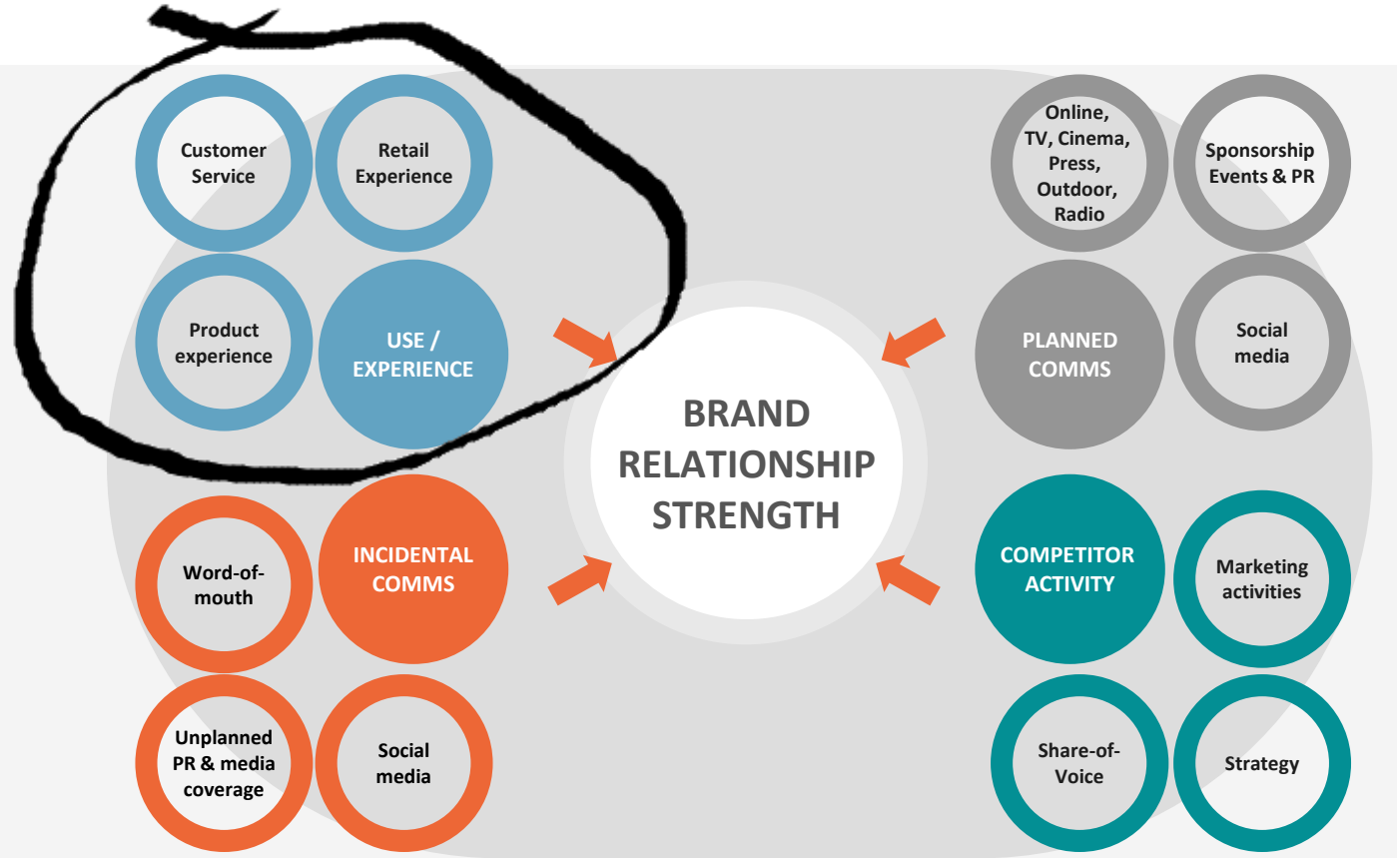
Brands That Grow Are Chosen By....



.... Regardless of
the touchpoint



BRAND RELATIONSHIP STRENGTH IS INFLUENCED BY MANY THINGS ...



CUSTOMER EXPERIENCE MATTERS

Customer experiences affect customer behaviour and customer behaviour determines business success.

"If we are not customer driven, our cars won't be either"

Ford Motor Company

"It only takes one bad experience to destroy millions of dollars of advertising"

British Airways

"Guest satisfaction drives revenue per available room and better returns for our owners"

IHG



**... AND BRAND
& EXPERIENCE
HAVE GROWN
CLOSER
TOGETHER**

... Especially in the
service industries



**CUSTOMER
EXPERIENCE
IS THE NEW
BRAND IMAGE**

Extent to which Brand Relationship is driven by Customer (service) Experience

Extent to which the experience is variable



IPSOS!

Retail

Durables

Airlines

Telco

Consumer Electronics

Packaged goods

Hotels

Financial services

Auto

HIGH

LOW

B2B

Sales/service

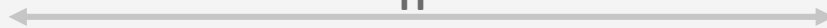
Product



IT

Complex

Simple



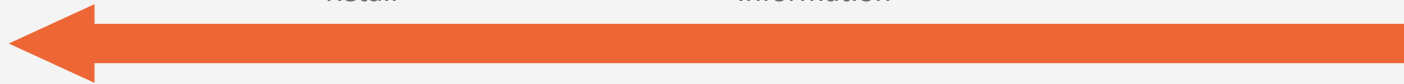
Online

Retail

Information



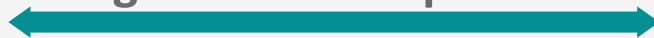
Extent to which Brand Promises can be seen to be delivered on



Advertising &
Communications

(promised)

Align Brand & Experience



Deliver on brand promises

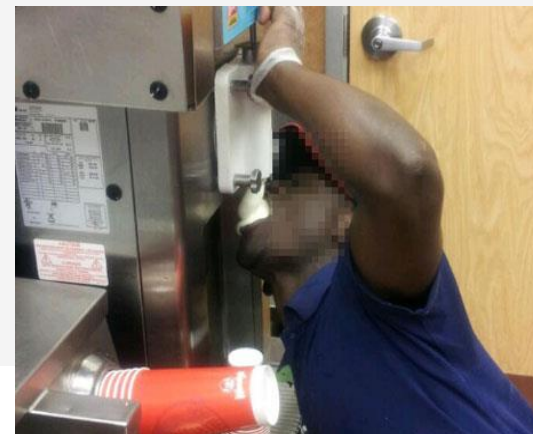


Customer
Experiences

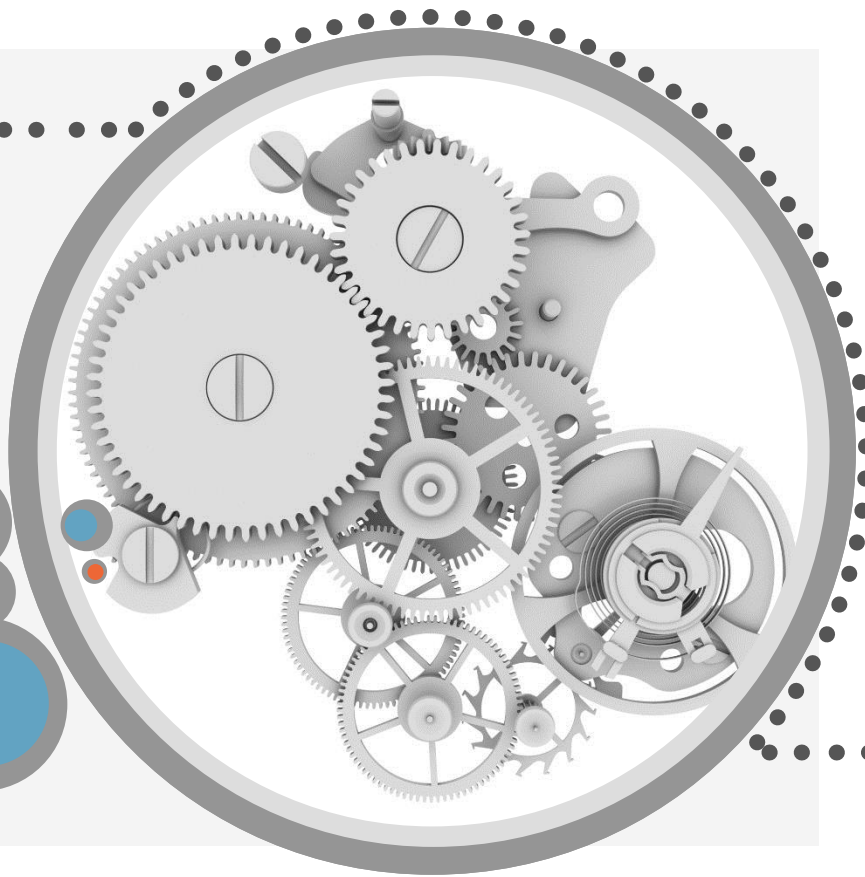
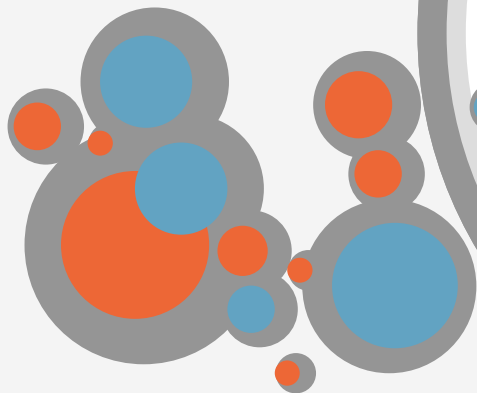
(delivered)



***Watch out for the
Brand Delivery Gap!***



TODAY



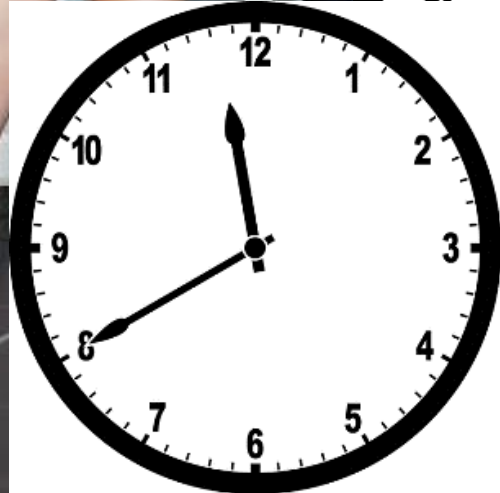
... customer experience & brand image are more inter-related...

... aligning brand promises and delivered experiences is more important...

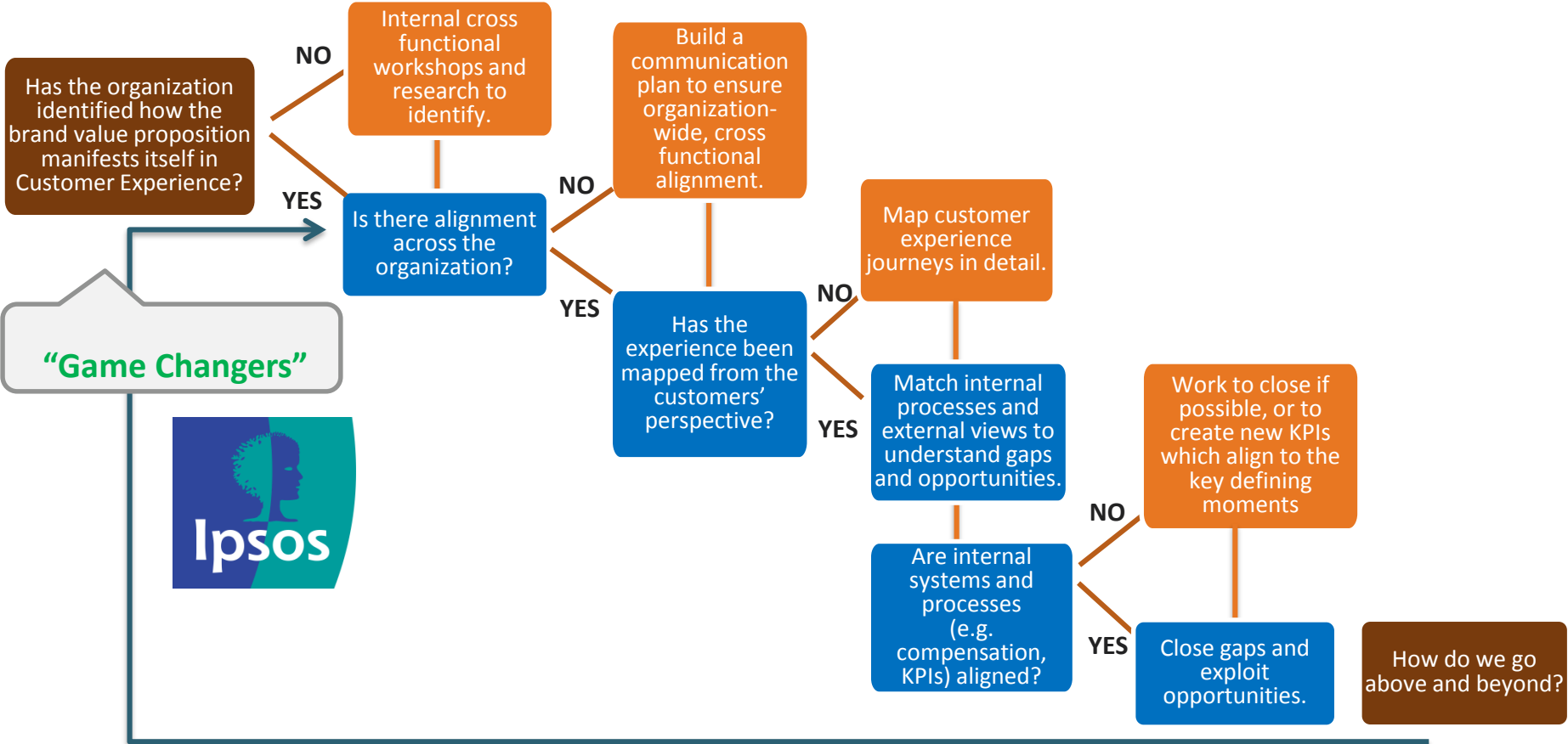
... aligning your measurement programs is more important

THAN
EVER
BEFORE

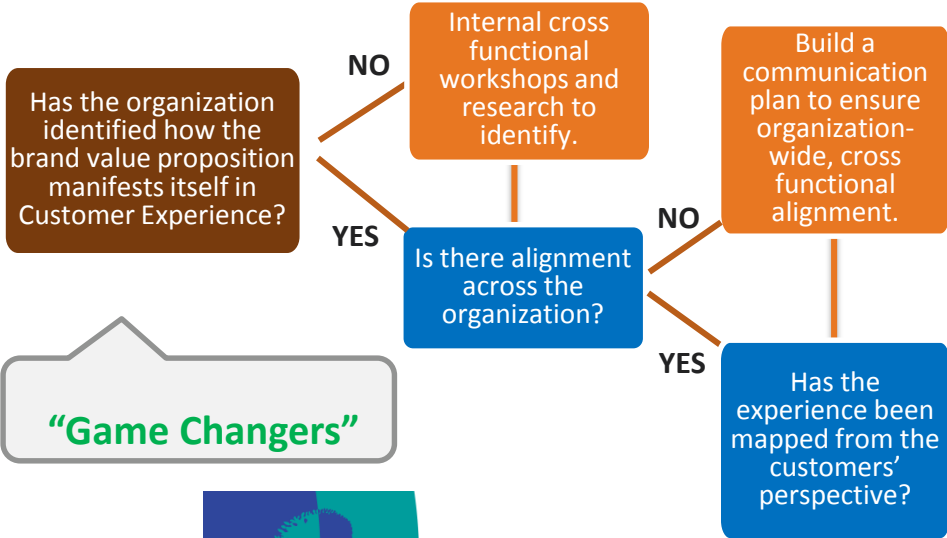
A True Story?



Aligning Brand and Customer Experience



Aligning Brand and Customer Experience



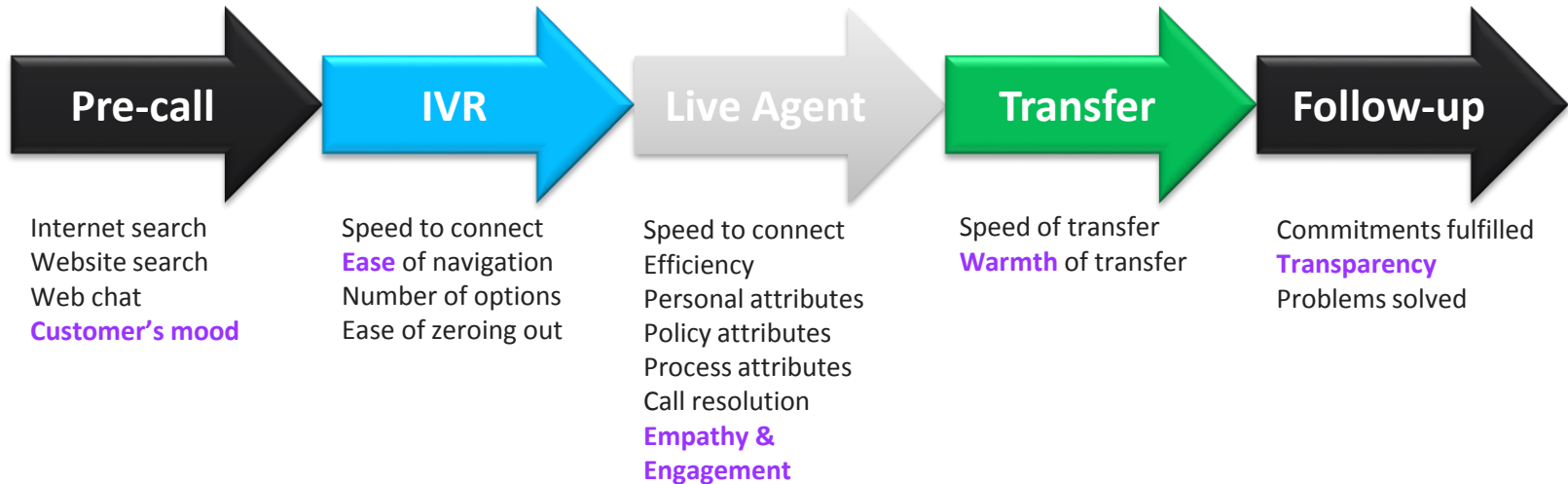
“Game Changers”



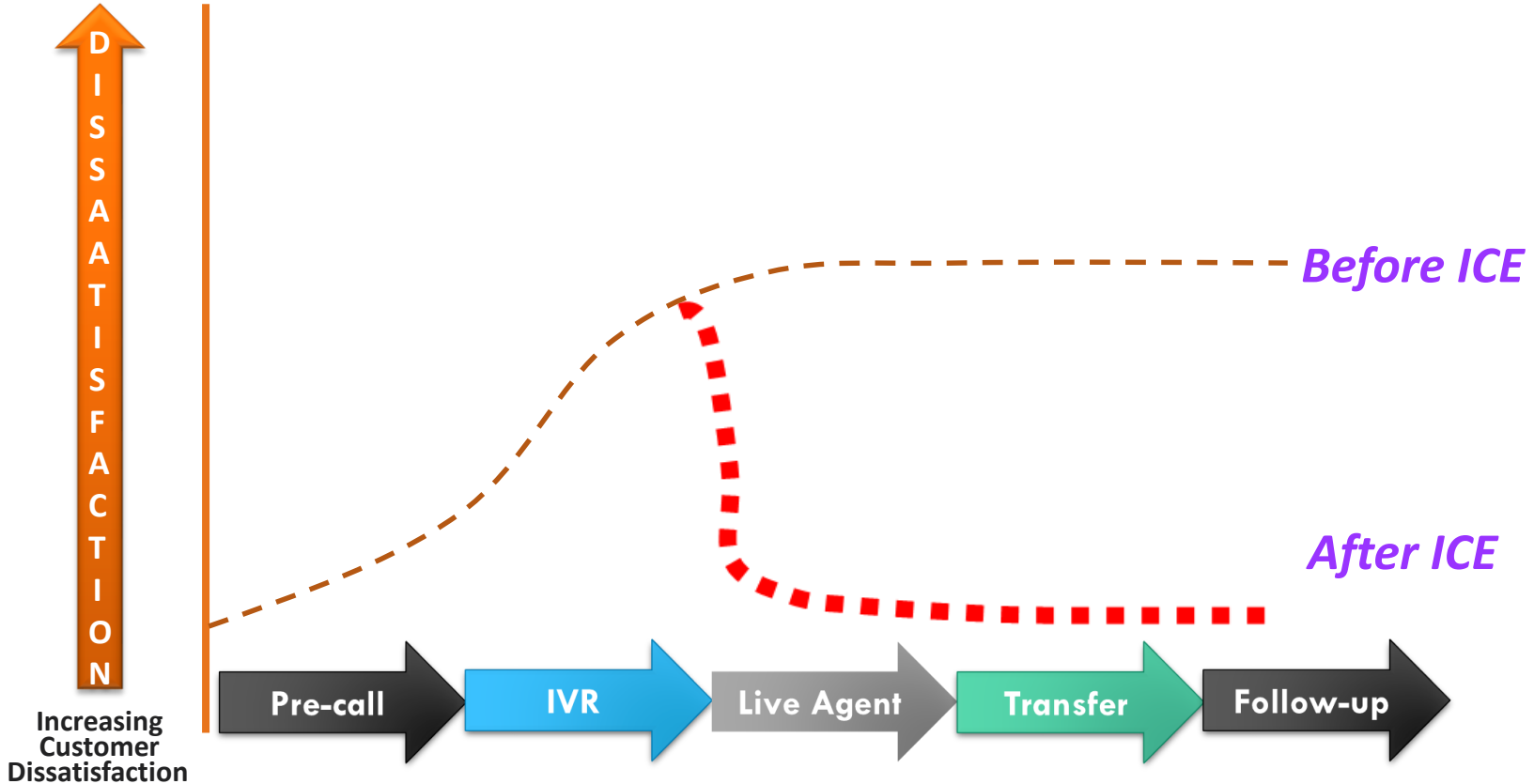
An Example From The Hotel Industry



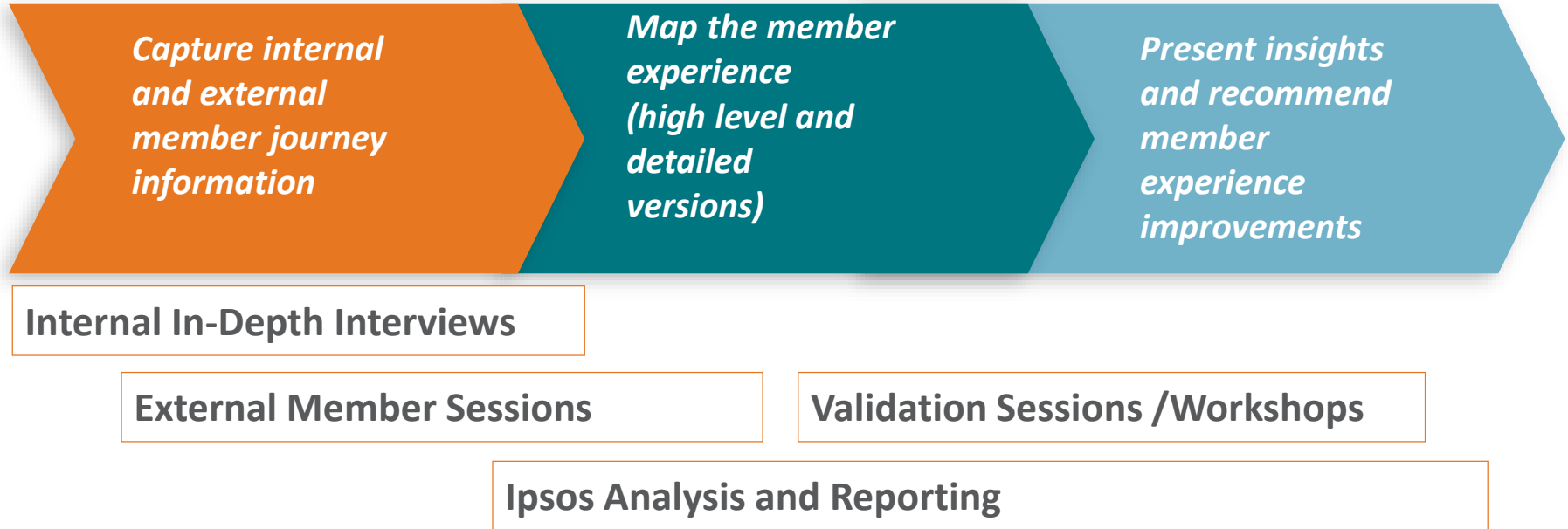
The Customer's Journey Extends Beyond the Experience Itself



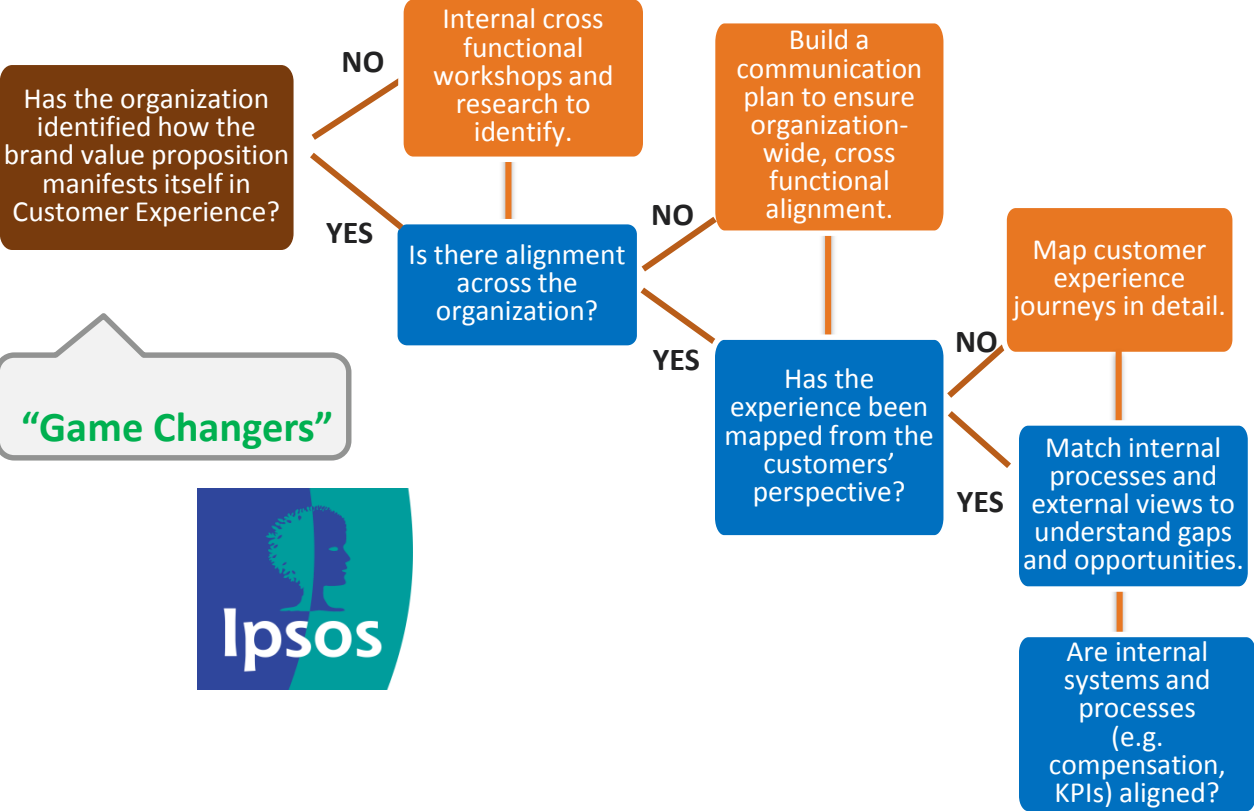
ICE Identified Areas to Improve the Customer's Experience



An Example of How Journey Mapping Works



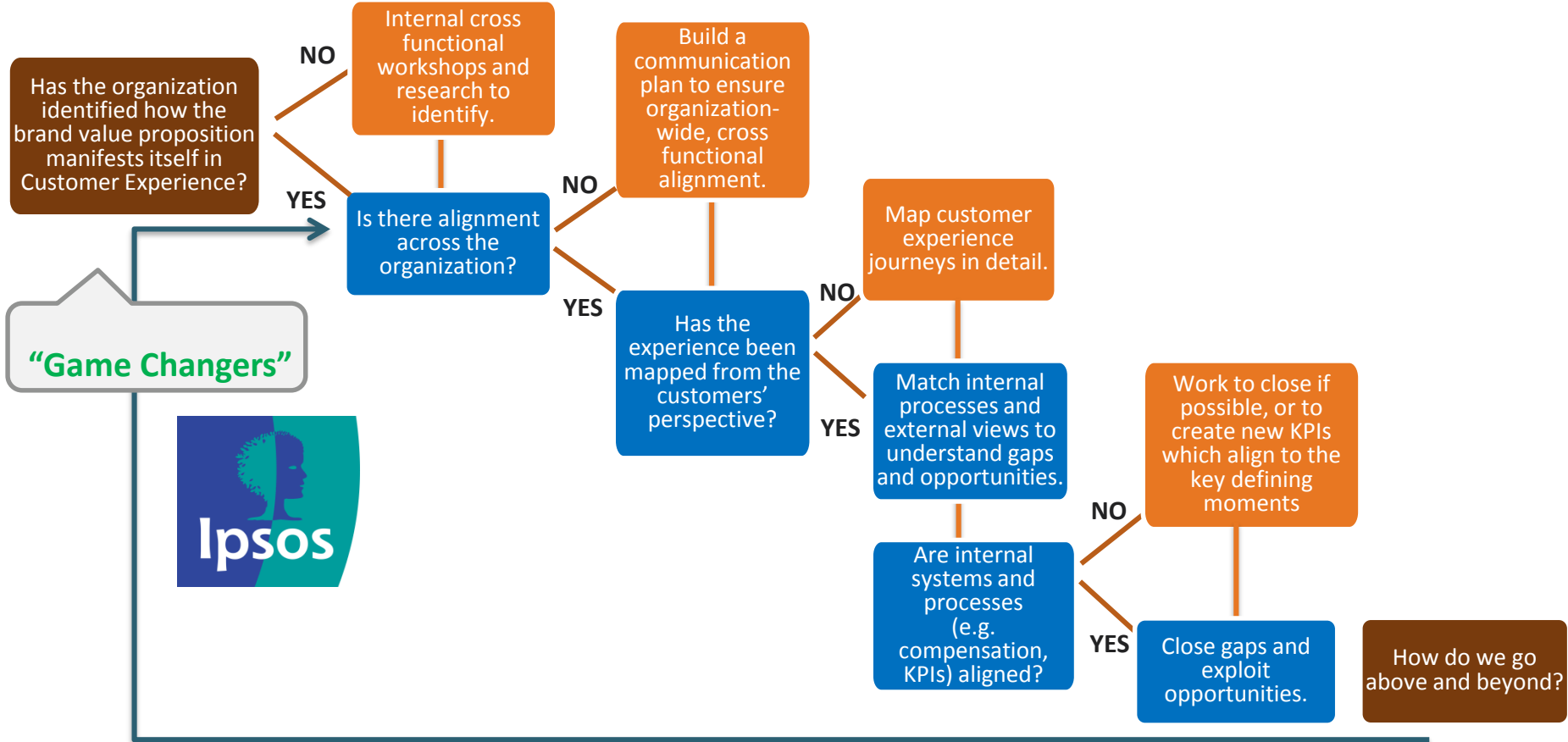
Aligning Brand and Customer Experience



“Game Changers”



Aligning Brand and Customer Experience



“Game Changers”



A Banking Example



Journey vs. Channel Based Research



Your Brand and Omni-Channels

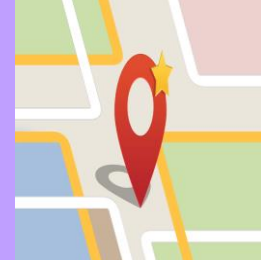


Contact Centre




Mobile
Salesforce

Your Brand



Location



Online /
Website

NPS Programs Have Traditionally Been Based on Channel Design - Journey Based Programs Provide a New Option

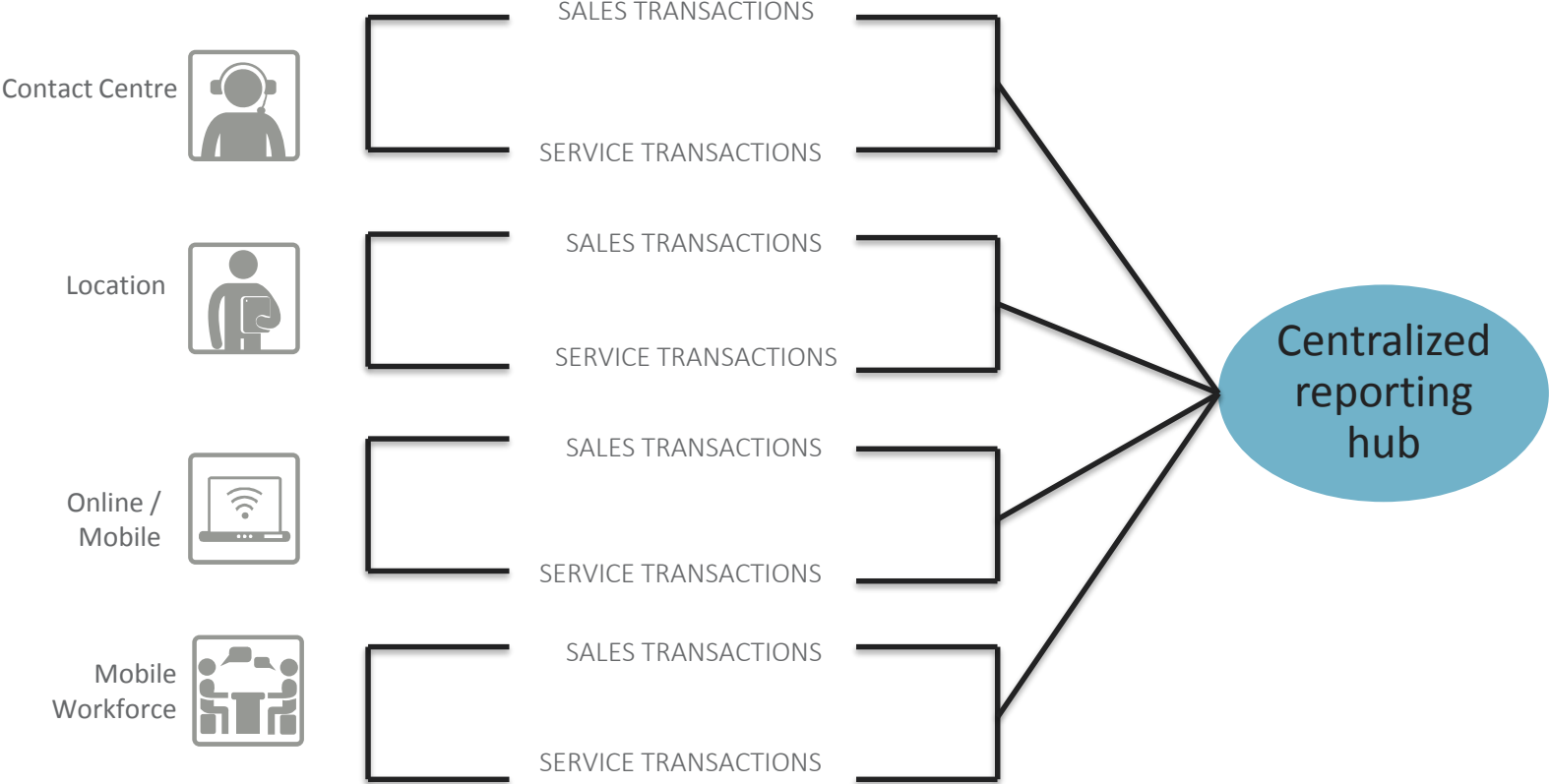
CHANNEL BASED



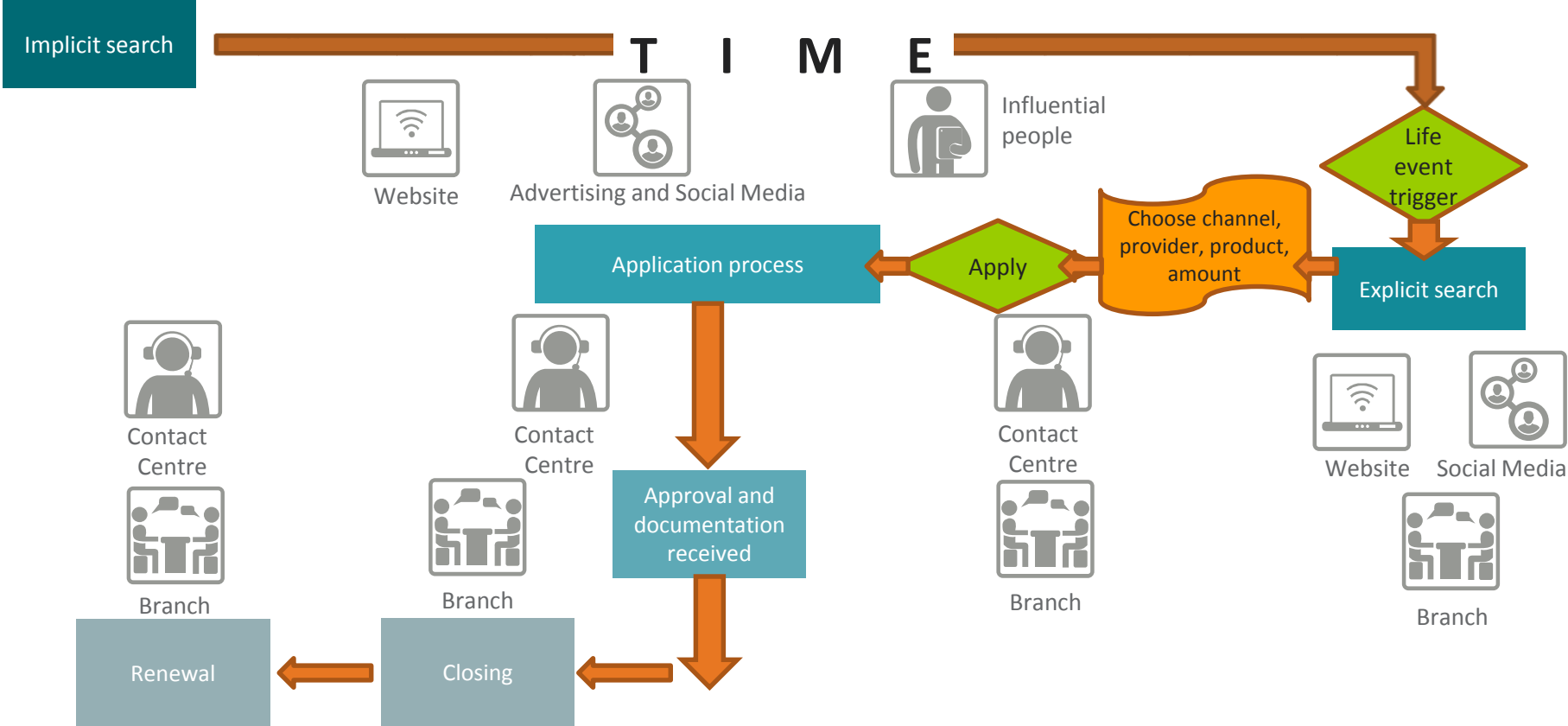
JOURNEY BASED



Channel Based Design – Retail

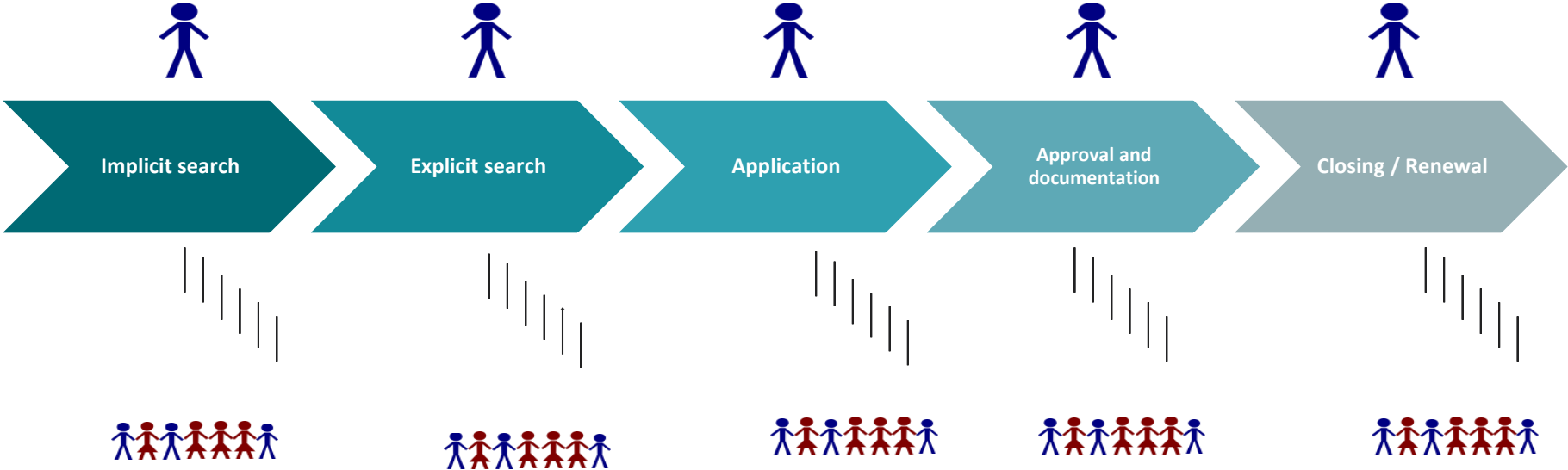


Journey Based Design



Two Sampling Designs For Journey Based Tracking

Design Option #1



Design Option #2

What's Next?

STEP 1

Identify the pillars of your brand that impact your customer experience

STEP 2

Map your customers' journey, identifying moments of truth, pain points, and opportunities to delight

STEP 3

Develop a plan to deliver your brand pillars in every interaction, regardless of channel

STEP 4

Match your measurement program to the experience

Thank
you!!

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