

TouchPoint Branding™

HOW TO BUILD A BREAKAWAY BRAND IN A CROWDED MARKETPLACE

DESCRIPTION:

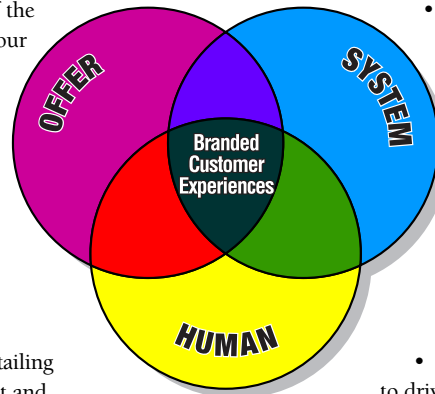
In this talk Rick will discuss how companies like Washington Mutual, Lexus, Google, American Doll, Zara and Krispy Kreme created huge brands in unbelievably short periods of time by identifying and focusing on the critical TouchPoints that mattered most to their customers. You will learn which TouchPoints are most critical and what you must do to deliver flawless consistency to your customers.

what they must do on a daily basis to ensure that customers drive the buzz that builds breakaway brands.

“TouchPoint Branding will enable you to build a world class brand in less time with less investment”

KEY CONCEPTS:

- A TouchPoint is any point of contact a customer has with your organization
- Your brand is the sum of the TouchPoint experiences delivered by your Product and Service TouchPoints, your Systems TouchPoints and your Human TouchPoints
- Brands are conceived at the top of the organization but the experience your customer receives at the front line imprints your true brand image in the customer's mind
- Many firms do not have articulated brand promises. Without an articulated brand promise, customers don't know what to expect resulting in higher levels of disappointment
- Articulated brand promises also facilitate internal alignment by detailing exactly what customers can expect and what employees must deliver
- Alignment is essential. When there is a disconnect between the brand promise and the customer experience delivered at the point of contact, brand value is destroyed
- Breakaway brands have changed the definition of great customer service from a heroic face-to-face human interaction to an exceptionally well differentiated offer delivered by an exceptionally well executed system.
- TouchPoint Branding shows you how to differentiate your brand and your customer service by designing and managing the appropriate Product, System and Human TouchPoint interactions in the appropriate blend for your customers



PARTICIPANTS LEARN:

- What a brand is and why building a strong brand is essential to growth, profitability and stock valuation
- Why brand building is everyone's role and should not be relegated to the marketing department alone
- That true brand building begins and ends with customers
 - Why building a brand the old fashioned way doesn't work today
 - How articulating a strong and differentiated brand promise drives the creation of a breakaway brand
 - How to identify the critical TouchPoints that matter to customers and how to ensure that each TouchPoint delivers on your brand promise
 - Why advertising isn't what it used to be and why word of mouth is rapidly becoming the most significant brand building tool
 - How to use TouchPoint Branding to drive word of mouth
 - How inconsistency destroys brand value
- How to use the power of alignment to deliver “Wow! Experiences” to customers
- Which 3 encounters create the most value for customers
- How to define the role, style, look, sound, feel and actions of your team
- What cutting edge companies in a variety of industries are doing to create breakaway brands with a fraction of the traditional investment
- How to keep customers passionately involved with your brand

AUDIENCES:

This topic is essential for any company that wants to stand out from competitors while leading their industry in growth and profit. Senior executives will find the research and examples compelling. Line managers will learn what has been missing in their execution and the front line will learn

Formats:

Keynotes	45-90 minutes
Workshops	1-8 hours
“The TouchPoint Branding Experience”	3-5 days
Company specific TouchPoint Branding consulting is also available	

TouchPoint
Branding

A BRAND is a promise of a GUARANTEED EXPERIENCE.

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Inconsistent service delivery DESTROYS brand value!