

# branded customer service

Generic service, even “good” generic service is no longer sufficient to stand out and flourish in today’s competitive marketplace. Rather the most successful organisations are those whose unique brand values infuse every aspect of their operation, importantly including their people. That is, those organisations where brand responsibility does not reside solely in the Marketing department but where the brand lives from the “inside out”.

## What is Branded Customer Service™?

Branded Customer Service™ is a strategic and organised way of delivering customer experiences that magnify brand promises.

Branded Customer Service™ changes the dynamic of evaluation from where the customer service delivered falls on a “good” versus “bad” spectrum, to whether the service is “on-brand” or “off-brand.”

That is, aligned (or not) with the expectations that have been set via the organisation’s advertising, imagery, price point, shopfront appearance etc.

Ultimately, branding the service in this way is both more manageable by the organisation and more powerful in that the service experience can be more easily differentiated, therefore becoming memorable and hopefully sought after.

## Achieving Branded Customer Service™

TMI have been at the centre of development in this area both in terms of thought leadership and also importantly the practical application of the concept.

Developed and honed through hands-on experience with pioneering organisations like Virgin Atlantic, BP, Toyota & Isle of Capri Casinos, our approach to achieving truly branded service, takes clients on a unique 5-step journey:

### Step 1 DEFINING THE BRAND DNA

This phase expresses the brand proposition in simple language, and clearly defines the resulting customer experience suggested.

### Step 2 ON-BRAND MEASUREMENT

Using an array of customized tools, the current service culture is then reviewed and the underlying motivations driving behaviours, as well as the key organisational influencers that will ultimately support or undermine employee commitment are identified.

### Step 3 INTERNAL BRAND COMMUNICATION

This stage builds the skills and strategies necessary for effective employee communication. Brand champions are also created and coached to help maintain momentum throughout the business.

### Step 4 SERVICE MANAGEMENT SYSTEMS

Issues of alignment with existing systems and policies, for example performance measures, recruitment and service recovery are now assessed in detail to ensure consistency with new direction.

### Step 5 BRAND ENGAGEMENT

Finally, widespread commitment is built and service staff are helped and inspired to align their actions and attitudes to deliver the unique brand experience.

