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Do You Keep Your Promises?

Before you provide products or services to your customers, take the time to think about what does your brand really represent? When we focus all of our efforts on delivering a Brand Promise, we are more likely to gain, retain and obtain high levels of loyalty with our customers. The Brand Promise starts with knowing what makes your product/service/company different from others, creating your brand promise and then delivering on your promise in every action that you and your staff take.

Understand the story you want to tell, then make sure everyone provides evidence of that story to customers, day in, day out. Leonard L. Berry and Neeli Bendapuli, "Clueing in Customers," Harvard Business Review

When you provide a branded experience for your customers every time they have any interaction with you, your staff or your company, you are taking key steps that will take your business to the next level.

The Branded Customer Experience:

- Focuses on gaining customer knowledge/participation
- Fosters customer loyalty
- Personalizes customer interactions
- Markets to customers on a one-to-one basis
- Improves business processes wherever they touch or impact your customers

Remember, Your Branded Experience represents how you want to be known to the customer. It includes your solution to their needs or pains. Demonstrating that Branded Experience time and time again provided confidence to your customers that you really know what they need and that they can depend upon you to deliver it exactly as you promised.

As you look over your processes, take a look at whether you are keeping your promise. Are you delivering it consistently and at every customer "touchpoint"? Is everyone in your organization "on Board"? Are you prepared for the "Moments of Truth" what will test whether you are being true to your promises?

Our Brand Promise is like any promise that we make. A promise is only a promise when we keep it!!!