

# Why Brand Matters to Company Success

Companies who franchise or have multiple locations know the problems that can come from a single bad customer experience. In our connected world, it's more important than ever to provide a consistent, high-quality experience. Learn how keeping your brand unified across all locations drives revenue and growth.



Successful companies don't just have a brand identity, **they create a total brand experience.**<sup>1</sup>

Making customers happy in individual interactions **isn't enough.**



Maximizing satisfaction across the customer journey can increase **customer satisfaction by 20%**, **lift revenue by up to 15%**, and **lower the cost of serving customers by as much as 20%**.<sup>2</sup>

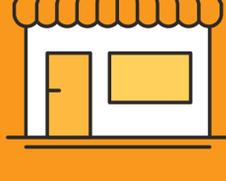


For franchise businesses, brand can be one of the most valuable assets—**perhaps even the most important asset**, because it lures not only potential franchisees, but attracts and retains your customer base.<sup>3</sup>



**87%** of customers say brands need to put more effort into providing a consistent brand experience across all channels.<sup>4</sup>

It's difficult to create that consistency in a multi-unit or franchise model, but **doing so is critical.**



“Franchise brands are harder to protect because it is up to the franchisee to keep the integrity of the national brand image at the local level. Early on, it is imperative to reinforce the brand image continually to the franchise system in order to keep from diluting it over time. The larger the system, the faster they'll lose control if the brand is not reinforced and protected.”<sup>5</sup>

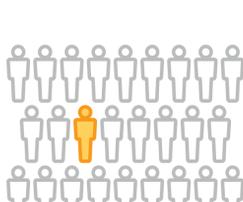
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An inconsistent or poor experience at one location **damages the brand at every other location.** And you may not even find out until it's too late.

Almost **50%** of executives say their company uses no consistent measure of the customer experience.<sup>6</sup>

**Not measuring and correcting issues in the customer experience will hit the bottom line.**



Only **1 out of 26** unhappy customers complain.<sup>7</sup>



Of those who don't complain, **91% simply leave.**<sup>7</sup>



And it's **6-7x more expensive** for companies to attract new customers than to keep existing customers.<sup>7</sup>

On the flip side, if you provide a consistently great customer experience, it pays off. Companies who lead in customer experience have loyal customers who buy more, forgive missteps faster, and trust your brand is working for them.<sup>8</sup>

It's time to start paying attention to how your brand is portrayed at every franchise or location. **Your brand is one of your most valuable—and vulnerable—assets.** Talk to us to find out how you can monitor and measure safety, quality, and brand across the company.

<sup>1</sup> <http://www.forbes.com/sites/amyanderson/2016/03/29/successful-companies-dont-just-have-a-brand-identity-they-create-a-total-brand-experience/#480fc4bc127a>

<sup>2</sup> <http://www.mckinsey.com/industries/retail/our-insights/the-three-cs-of-customer-satisfaction-consistency-consistency-consistency>

<sup>3</sup> <https://www.oneupweb.com/blog/oneupweb-white-paper-the-importance-of-brand-consistency-for-franchises/>

<sup>4</sup> <http://www.kampyle.com/optimizing-omni-channel-experiences-customer-feedback/>

<sup>5</sup> [http://www.franchise.com/resources/franchise-articles/Protecting\\_Your\\_Brand](http://www.franchise.com/resources/franchise-articles/Protecting_Your_Brand)

<sup>6</sup> [http://www.bealmighty.com/cx/Almighty\\_HeartThenCharts\\_2015.pdf](http://www.bealmighty.com/cx/Almighty_HeartThenCharts_2015.pdf)

<sup>7</sup> [http://www.huffingtonpost.com/vala-afshar/50-important-customer-exp\\_b\\_8295772.html](http://www.huffingtonpost.com/vala-afshar/50-important-customer-exp_b_8295772.html)

<sup>8</sup> <https://experiencematters.blog/2015/10/06/the-ultimate-customer-experience-infographic-2015/>