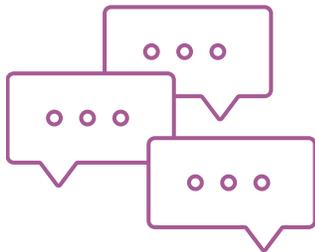
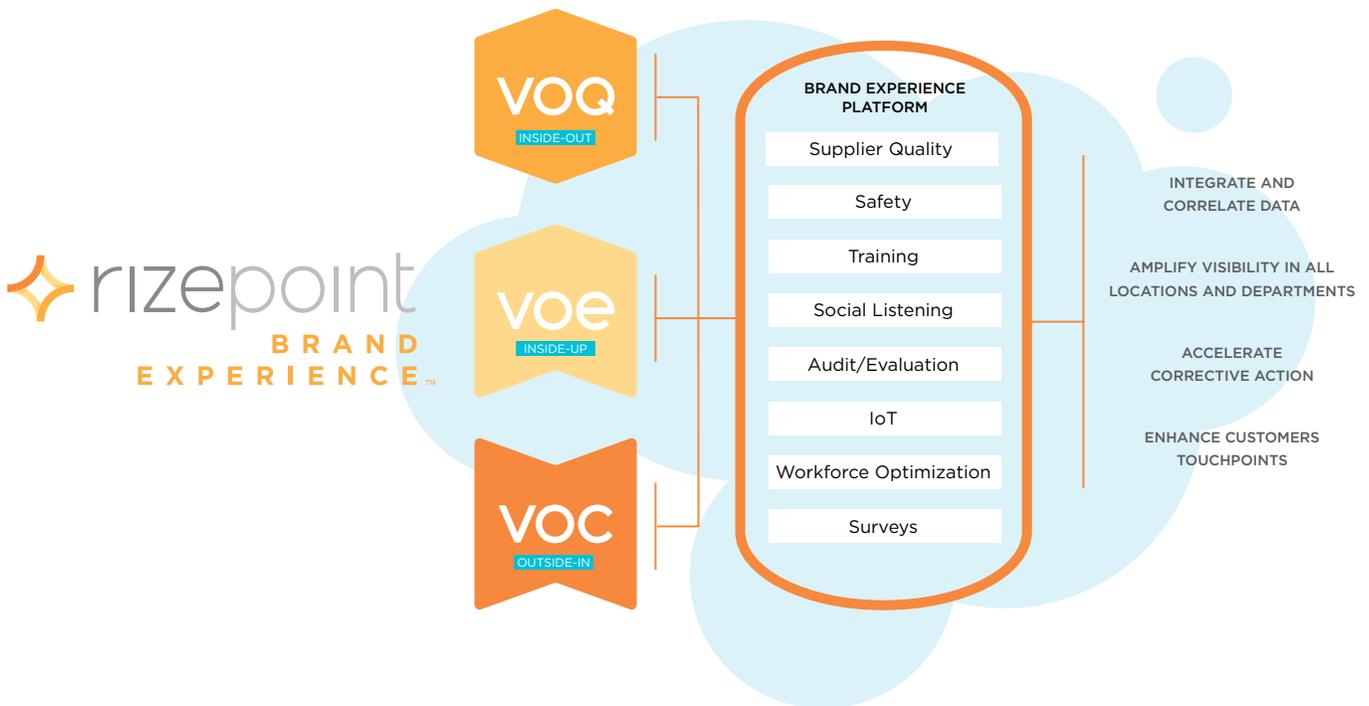


# Create a Powerful Brand Experience, Inside and Out

It used to be that a notable product and creative marketing defined the power of an organization's brand. But in today's experience economy, the interactions people have—and share—are all-powerful. Brand power comes not only from the direct experience the customer has with you, but also from the meticulous work that happens before the customer even steps foot in the door—including sourcing, production, standards, training, touchpoints, and feedback. Creating a positive Brand Experience (BX) is vital to the success of any business, and requires three key elements: Voice of Quality (VOQ), Voice of Employee (VOE), and Voice of Customer (VOC).





## Transform floods of feedback into a complete brand experience picture

Gathering and monitoring quality data inside your organization through site evaluations and compliance management is a key part of building a strong business. However, your view of the factors that influence brand experience is incomplete without also listening to employee and customer feedback. It's critical to channel employee feedback up your organization, adding the voices of franchisee and supply chain employees to your corporate workforce. Then, incorporating input from your customers adds valuable external perspective to your internal insights. Listening to all of these feedback channels ensures you keep your finger on the pulse of your company's brand experience. With RizePoint, you get the built-in business intelligence tools to transform these data sets into a single pane of glass that gives you comprehensive visibility into brand experience.



## VOQ, VOC, VOE corrective actions turn you into a proactive powerhouse

It's necessary to listen to all feedback channels. But doing something about the insights you gain without turning your business upside down can be a challenge. You're likely already implementing corrections identified through quality, brand, and safety evaluations using your in-house corrective action processes. Adding the capability to address input from employees in the same proactive manner makes reacting to customer feedback easy and fast using the same corrective action processes you've already built. By implementing a solution that allows you to receive, analyze, and act on feedback from the sources that impact your company, you'll be well on your way to addressing all of the quality improvement opportunities your business faces.



## Master brand experience with help from the most trusted leader in quality experience management

With the RizePoint Brand Experience Management Platform, you can accelerate your continuous improvements and dazzle your customers, using your existing operational processes. Take quick corrective action and provide comprehensive brand experience visibility across your organization by integrating disparate VOC, VOE, and VOQ data sets into a single brand experience management platform. RizePoint consolidates your data and uses existing operational procedures to implement corrective actions so you get a complete view of the brand experience—delighting customers without disrupting your process.

**With RizePoint, brands don't just manage brand experience, they master the art of competitive advantage.**