Create a powerful brand experience. Inside and out.

rizepoint

BRAND EXPERIENCE™

Create a powerful brand experience. Inside and out.

IT USED TO BE THAT CREATIVE MARKETING AND A NOTABLE PRODUCT OFFERING DEFINED THE POWER OF AN ORGANIZATION'S BRAND. BUT IN TODAY'S EXPERIENCE ECONOMY, THE INTERACTIONS THAT 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.

A great brand experience is validation that you've delivered on your brand promise. It's the result of all of your hard work in planning, executing, and managing your brand. Yet that experience is no longer completely under your control. Consumers now have a tremendous amount of sway.

The Internet and social media give consumers access to an incredible amount of information, faster than ever before. So they can now easily share their experiences—both positive and negative—with a few simple keystrokes. These opinions can work wonders for your brand experience. Or do some serious damage.

TO BE SUCCESSFUL, YOU HAVE TO GET IT RIGHT—EVERY TIME, IN EVERY LOCATION.

Even with all of the tools available to help you, managing threats to your brand can be particularly challenging for multiunit companies. That's why consistency is key. To be successful, you have to get it right—every time, in every location.

When you do, the brand experience becomes something consumers gravitate to. It defines how they feel, as well as how involved they are with your brand. Are they just a user of your brand? Or do they become an ambassador, influencer, or evangelist?

How to create a successful brand experience

Your brand guidelines provide the foundation for all you do, and are critical to maintaining consistency. But these should go beyond your logo, fonts, and colors. These guidelines should also provide specifics on how to use signage, messaging, seasonal initiatives, and merchandising. They can include all types of information, and get as specific as how to do product placement, hang promotional materials, set up your mannequins, or fold clothing.

Brand guidelines also cover service standards, like how customers should be greeted, what is said, and timeliness for service. And they often spell out how to use technology, like interactive screens and kiosks, as well as operations technology.

In short, it is important to embrace the details of your brand. Because you create consistent brand experiences and loyal customers when you do.

This can be difficult for multiunit enterprises, which are a conglomeration of hundreds, sometimes thousands, of branches, service centers, hotels, restaurants, stores, or other types of locations. To create one company from so many disparate units, managers must strictly enforce brand standards.

So, once your brand guidelines are established, it's critical to get them into the hands of all the members of your organization and make sure they are clear about how to implement them. Successful brands build over time by consistently setting and meeting customer expectations.

Monitoring the results of your brand planning

Once you've laid the foundation for a consistent brand experience with strong guidelines and sent them to all of your locations, how do you know they're implementing them correctly? How do you know you're creating a consistent brand experience? You can measure how well you're doing with three key feedback areas in your organization:

- Voice of Customer (VOC)
- Voice of Employee (VOE)
- Voice of Quality (VOQ)

VOICE OF CUSTOMER

Your customers have a lot of say in your success. They're sharing their experiences, or those of someone they know, in person and all over the internet—on your website, review sites, Facebook, Twitter, and a host of other social media outlets. They're speaking to your store operations, service, and cleanliness. And of course, they're talking about your employees and your product.

Their voices can be heard loud and clear, so it's important to understand the risks this can pose to your organization. Equally important is taking the steps necessary to strengthen the systems that are meant to detect and prevent negative events.
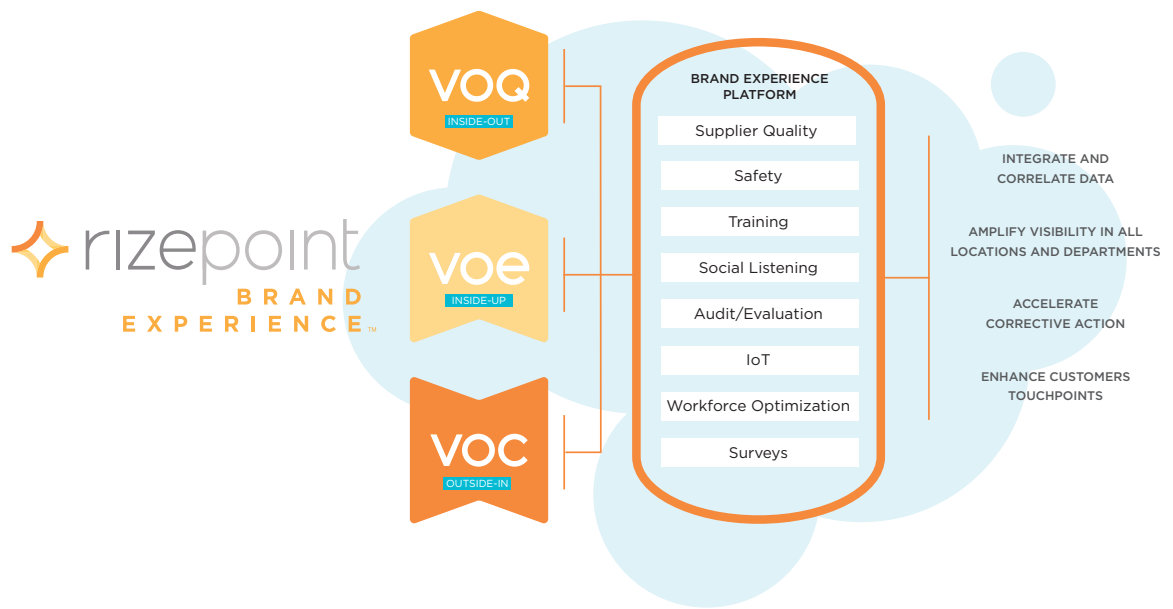
VOICE OF EMPLOYEE

A key pillar in your brand experience is your employees. This comes through in your store management, training, and opportunities offered. It's the safety aspect, too—not just employee and customer safety, but your facility, equipment, and fire safety. Employee feedback mechanisms include anonymous input tools, surveys, and more.

VOICE OF QUALITY

Your products, service, and employees all factor into the quality pillar of your brand experience. Do your products maintain consistent quality? Do your stores have a consistent look and feel, and are they clean and well-maintained? Are your employees well-trained and knowledgeable? Do they have a thorough understanding of the sales process, and do they know how to upsell?

These issues can be audited, inspected, and evaluated in a variety of ways, including self audits, corporate audits, or third-party audits. In addition, devices on the Internet of Things (IoT) can automatically monitor key data points globally, such as refrigeration, security systems, and even supply chain data generated through suppliers.

BRAND EXPERIENCE PLATFORM

VOQ
INSIDE-OUT

VOE
INSIDE-UP

VOC
OUTSIDE-IN

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BRAND
EXPERIENCE™

Supplier Quality

Safety

Training

Social Listening

Audit/Evaluation

IoT

Workforce Optimization

Surveys

INTEGRATE AND CORRELATE DATA

AMPLIFY VISIBILITY IN ALL LOCATIONS AND DEPARTMENTS

ACCELERATE CORRECTIVE ACTION

ENHANCE CUSTOMERS TOUCHPOINTS

Bringing it all under one lens

The thought of managing all three areas of your brand experience might be a bit overwhelming. But with the right platform, it's not only possible, it's easy.

The RizePoint Brand Experience™ platform consolidates disparate data points from your customers, employees, and quality teams into a single view. When seen collectively, you get an accurate picture of your company's brand experience and you can measure how well your organization is upholding your brand guidelines.

RizePoint works by gathering and monitoring quality data from inside your organization, using proactive site evaluations and compliance management activities that are part of running your business. It channels employee feedback up your organization's chain of command, and ensures consistency with your brand image and guidelines. It also brings in customer feedback, to add a valuable external perspective to your internal insights. Listening to all of these inputs ensures you have real-time insights into your company's brand experience.

Turning feedback into action

All three feedback channels provide important insights and are critical for closing the gap between what you believe your brand experience is and what your customers think it is. But you need an efficient way to turn those insights into action.

You likely already have processes in place to help you proactively implement corrections identified through quality, brand, and safety evaluations. When you add in the ability to address input from employees and customers in the same proactive manner, you'll be able to quickly address all of the quality improvement

BUILT-IN BUSINESS INTELLIGENCE TOOLS ALIGN YOUR ENTIRE ORGANIZATION AROUND BRAND EXPERIENCE RESULTS WITH LITTLE EFFORT.

opportunities your business faces. Taking action on feedback becomes fast and easy, because you're using the same corrective action processes you've already built.

To ensure you have audit, compliance, and quality operations capabilities aligned and consistently implemented across your organization, as well as visibility in all locations and departments, look for these three features:

- Pre-built management dashboards
- Flexible analytics that allow users to research specific terms
- Automated corrective action tools

Built-in business intelligence tools align your entire organization around brand experience results with little effort. Furthermore, you can use existing corrective action processes to address the brand experience insights you gain—so you don't just listen to feedback, you can easily do something about it. You'll be able to achieve efficiencies, make more informed strategic decisions, and close the experience gap.

RizePoint can guide the way

Driving proactive, continuous operational and quality improvements takes experience and practice. RizePoint's 20 years of leadership in quality experience management is helping the world's largest brands not just navigate the world of brand experience, but excel at it.

The RizePoint Brand Experience platform unifies Voice of Customer, Voice of Employee, and Voice of Quality data to provide a holistic, unmatched, single-pane-of-glass view into all aspects of brand experience. The RizePoint Brand Experience platform collects and correlates data, provides comprehensive visibility throughout the organization, and vastly improves time to remediation to ensure a positive experience with the brand. The platform is purpose-built to clearly align and unify field teams, regional management, and executive leadership around the organization's overall brand experience.

This has enabled more than 400,000 stores across the globe to not just manage their brand experiences, but master the art of gaining a competitive advantage.

- Over 285,000 users

- 1.67 million audits per year

- 27,000 hotels and resort properties

- 120 countries and territories

- 39 languages supported

Find out how RizePoint can help you improve your business today.

Contact us at **info@rizepoint.com**, call **1.888.313.7095** or visit us at **rizepoint.com.**