

“ We are more aware of the influence we have on our customers ”

## Activating the brand in one-to-one customer contact

### *Giving form to brand values*

#### **Ambition**

An internal sales organization for a large Dutch telco volunteered to be the guinea pig for initiating a brand activation program for the entire organization.

One team in particular had been wrestling with how to give form to the brand values and had asked for help in understanding what this meant to them in their day-to-day customer contact and customer-related activities.

#### **Approach**

The program was designed using EarlyBridge's customer engagement model. The team was motivated and had already challenged themselves to look at their work differently. They were ready to take the next step and excited to take part in this pilot.

They realized that the choices that they made each day in their contact with customers, directly impacted the customers' view of them and the company. They had the power to make a difference!

The effort was translated into a practical approach focusing on three themes in their customer contact:

- **1. Positive language**  
*putting the focus on the solution from the start*
- **2. Handling the customer request right the first time**
- **3. Delivering simplicity for customers**  
*by providing customized solutions*

#### Results

**Net Promotor Score improved**

**Quality and quantity of leads improved**

**Employee engagement at all-time high**

# Approach



## 5 Building blocks: 'the branded customer experience'

The customer engagement model has the ultimate objective to fulfill the brand promise, customizing the five building blocks to the business and the objectives.

## Critical Success Factors

### Engagement model

five building blocks customized to the business and the objectives

### Lean Management

leverage Lean Daily Management System (from Six Sigma) to highlight and resolve problems

### Motivated team

who was willing to challenge themselves to deliver a branded experience

# earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Relevant case study:

*'The effect of a WOW customer experience'*

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