

An Employee Branding What If...

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What If... your employees lived the workday as if they were truly ambassadors for your brand? Not just operating as if the job depended on giving great service or supporting the company mission, but actually operating as if every waking moment was critical to your brand?

Imagine the reaction from your customers if every interaction with your company was dependable, consistent, and filled with energy emanating from your ambassadors. How many times have you wondered how a business stays in business with such shoddy quality, or such unresponsive customer service? Why is it so hard for an employee to embrace the concept of service with a smile, or the customer comes first? What would it mean to your business if your employees truly understood the concept of customer?

Imagine what it would mean to your brand if you could generate a consistent, high-quality interaction with your customers every time. If you could confidently expect your employees to treat every customer interaction with the utmost care, imagine the impact on every facet of your business. And, why don't many companies have that level of success with customer interaction?

Because there is a greater dependence on creating an *impression* (of quality customer care) than actually delivering on it.

Why? Most organizations don't understand how to create an internal alignment around the brand experience for their employees. They would rather spend time marketing an impression than delivering on one.

What's the secret of lasting brands? They begin by developing an unwavering position that is then supported and developed by sound marketing strategy. Instead of creating great marketing to build a brand impression among customers/prospects, companies could benefit more by creating an absolute brand positioning internally, and then tell the world about it via creative marketing.

When was the last time you were disappointed when the service or product quality offered by a company did not measure up to the “hype” of their marketing. Ever heard the term “Under-promise and Over-deliver”? In other words, communicate what you absolutely can do, then build a drive among employees to do better than that. Your customers will be surprised and your brand value will grow by leaps and bounds, not to mention by word of mouth. It takes hard work, a clear brand strategy, and a process to communicate expectations and behaviors for all employees regularly.

A great way to develop this lasting brand impression on employees is through continuous training. I'm not just talking about training on how to do their job. I'm talking about training all levels of employees on the importance of service and how they affect the brand every day. This will allow all employees to understand the brand and deliver it to the customers and prospects in a consistent manner - time after time. After all, a brand is only as good as its promise.

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