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Brand health playbook, risks and tradeoffs



Industry Report

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Introduction

Brand health is an extremely important metric of your CX program. In order to be a category leader, maintaining strong brand health is vital, thus establishing a gold standard that measures and tracks brand health, and fixes it early on if it is performing poorly, should be a priority for business leaders.

What is brand health?

Brand health is an umbrella term that defines the effectiveness with which a brand or a company delivers on the promise it makes to the customer, based on product attributes and service delivered.

Consistency, quality, novelty, and attributes build memorable and unique experiences for the customer thus enhancing the brand health. In an age of hyper-personalisation ensuring your brand is healthy means leveraging intelligent analytics all the way from product design to delivery.



Why brand health is important?

Future-focused organisations are increasingly evaluating business operations that back customer experience. Brand management is no longer about product appeal, marketing, advertising, or customer service. The new-age customer wants seamless service delivery, thus logistics, inventory, invoicing is now encompassed in the new revenue and customer experience modelling.

Organisations are putting brand health under the microscope as it is a true metric for overall organisational health, given how critically it can affect revenue growth, operational performance, investor perception, and new product development. Brand health is being tracked and evaluated not just by CMOs but also CROs, CFOs and CEOs given it is very closely tied to the organisation's risk profile.



Brand Health Risks

Today's consumer has infinite choices and extremely high expectations from brands. The consumer is also making value-based choices from sustainability, price sensitivity, ease of purchase, virtual interfaces, and personal health.

Whilst many organisations are still adjusting to the more basic challenges of a digital world, such as managing negative buzz on social media or providing a consistent omnichannel brand experience the consumer is already in the virtual world ready to experiment with augmented and metaverse.

As such, if brands want to be category leaders and have a strong brand health, they must be agile, completely aligned at the C-suite level and building a culture that embraces and drives change constantly.



Brand Health Planning

Ensuring your organization has a playbook for brand service standardization is vital in today's fast-changing world. The questions the playbook should address are:

- What is the optimum customer experience you wish to offer?
- What is the game plan to address key findings and feedback from customer research and focus groups with agility?
- How do you codify brand service standards?
- How do you define who holds accountability to maintain the brand service standards?
- How will various departments and employees be responsible for creating a seamless customer experience?
- What infrastructure and process improvements will elevate or support the desired behavior?

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A brand service standardization playbook is vital in today's fast-changing world





Brand Health Playbook Metrics

Benchmarking and measuring customer interactions against defined customer experience standards is imperative to ensure the brand health playbook is effective and results-oriented. Thus, organisations must establish clear metrics to measure success.

Some guidelines for this are:

- Customer satisfaction ratings
- Franchisee satisfaction rating
- Revenue achievements vs targets
- Contribution to overall organizational growth and economic performance
- Employee satisfaction ratings
- Employee turnover
- Customer renewal and customer loyalty

After establishing the relevant metrics and measuring results against them, organisations can analyse the gaps and fracture points in their strategy or process, to fix problem areas and convert shortcomings to long term gains.

This may require overhauling:

- Response mechanisms
- Hands-on training
- Operational delivery mechanisms
- Investing in process or facility upgrade
- Rewards and loyalty offers

Brand Health Tradeoffs

Even with a well-executed brand health playbook, the risks to brand health remain. And every new interaction that the brand makes with a customer is a moment of truth that must be measured and evaluated thereby strengthening or weakening the brand's health.

The C-suite must be completely aligned on the evaluation of the brand's health and its implications on corporate goals.

Key decisions that need to be made are:

- When do you let go of brands with low brand health?
- Till what point do you continue investing in low health brands because they generate significant revenue
- How do you manage risks associated with low health brands for long-term competitive advantage?



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Whilst preserving brand health is crucial, decisions need to be made on when to persevere and when to exit a low health brand.

Conclusion

Every organisation needs to ascertain its tolerance for brand health tradeoffs based on its year on year commercial and growth projections. Whilst preserving brand health is crucial, decisions need to be made on when to persevere and when to exit.



Researched and Developed by Customer Experience Live.

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