

Unleash the potential of your brand.

Customer-facing staff need to be intimately acquainted with the brand they represent. This is the only way that they can deliver customer experiences that are truly 'on-brand' – compelling to your customers and authentic to your brand.

Branded Customer Service is your guide to moving service delivery to a new level, so that brand reinforcement occurs every time customers interact with representatives of your organisation. It shows how to infuse an entire organisation with brand values, and create a recognisable style of service that reflects your brand promise and brand image.

It is not a "one size fits all" approach. It embodies the uniqueness of your organisation, and should be blended into your existing company interventions and operational strategies.

As a result, all key functions of your company – marketing, customer service, sales, operations, and human resources etc. – become aligned to each other, your brand, and your business strategy.



Engaging and rewarding process

Tailored for your business

Methodology that delivers results

CONSULTING PROCESS

This brand-enhancing pathway equips you with strategic processes, analytic tools, brand education resources, brand champion guidelines, case studies, examples and an on-line Resource Centre.

Request more information: one@tmiworld.com

THIS PROCESS WILL ENABLE YOU TO:

- Define and design on-brand customer service experiences that are as distinct as the brand personality they represent
- Instil on-brand habits and behaviours at every corner - and at every level throughout and across your organisation
- Consistently deliver on-brand customer service experiences that align with your brand promise

