

delivering service excellence

Sexy brand but where's the passion?

Let's face it, it's a competitive world and we all know the value of presenting ourselves as attractively as possible. But as anyone who has fallen for a good looking face knows, when it comes to long term relationships, there has to be some real empathy.

Love at first sight – but will it last?

Of course it's great having the resources to develop a brand and provide sexy ads and packaging – it's a great part of the job for any marketing executive. But serious marketing people know that customers don't fall for the good lookers for long. Loyal customers are the ones who enjoy doing business with you, who sense the passion beneath the sleek exterior.

If you are selling anything, products or services, the mere process of selling means that customers are in contact with the people in your business. For service brands staff contact is all. It's through people that service gets delivered and the contact

that customers have with your people is the main influence on the way your brand is judged.



Passionate people

So, having established brand values and invested in the image to support the values, how *are* you going to get every one of your customer facing staff to deliver those values, passionately, day in day out? Well, deep down, you know the answer – you have to get the organisation focused on delivery. Make sure the company's processes support your staff in delivering what has been promised. Recruit, train and motivate staff to deliver the brand with the passion that will mean customers can't bear to leave.

Your company exists to provide products or services to customers and to their satisfaction. Everything that happens in the business and everyone who works in it must be organised to deliver.

Brand Values in action

A financial services company we met recently had brand values that included 'Fair, Trustworthy and Innovative'. Those words can only be brought alive by the staff who have to deliver them. They have to be translated into actions and behaviours that all staff can deliver to *every customer every time*.

Make passion your business

Delivering your brand to your customers exactly in the way you envisaged is your responsibility as much as the sexy ad. You can only make that happen by getting into the heart of the organisation, by being absolutely clear about the experiences that customers should feel, and inspiring everyone to make every customer feel special. Marketing is a key role – do it with passion.

To bring passion into your relationship with customers contact us:
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