



# Maestro Speaks

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## Branding Inside Out

### Touchpoint (Point of Contact) Management



In today's market scenario often we as marketers look at the big picture of creating and communicating a brand image to the external world but forget all about the impact from within. The multiple touch points that play a major role in the customer's perception of the brand and can at times be the deciding factor for the customer staying loyal to the brand or not. This is particularly of importance in the recent trend for exclusive "Shoppe" which is in vogue today.

Let's take an example - a customer buys an Air Conditioner top of the line from a leading market player. The product is feature rich, the promotions online as well as digital, excellent and clearly communicates the values of the brand - high quality and outstanding service. The customer based on the communication is inclined to purchase this product and reaches the dealer for the same - the first TouchPoint. The dealer's sales people are harried with sales pressure unable to devote enough time to answer all the queries of the individual - the customer is slightly disappointed but decides to go ahead with the purchase. The dealer informs the customer that the service people would be able to come only after a couple of days to install the Air Conditioner. The customer though disappointed accepts the statement and takes the delivery of the Air Conditioner. A week and multiple follow-ups later the installation is still not done. The customer is not provided accurate information by the service group. The result an extremely negative TouchPoint experience for the customer. Hence despite the brands core values of quality and exceptional service the TouchPoint experience created a negative impact on the customer that may also result in the loss of the customer's future business.

The TouchPoint is every single location, person or event wherein the customer gets an opportunity to interact with the company. If the TouchPoints donot reflect the core brand values this discrepancy results in a disconnect with the brand values. This can have an adverse effect in the long term and can drastically reduce repeat business as well as result in negative word-of-mouth.

The key aspect of managing the TouchPoints effectively is "Inside-out-Branding". The people and processes need to also reflect the brand values. It is a matter of living and breathing the brand. Effective communication of the brand mapped with a proper definition of acceptable brand behavior at the TouchPoints along with hands-on training on the same to help its customers achieve a well-rounded and consistent TouchPoint Management system.

An agency like Brand Maestros can help the customer by understanding the brand values, studying the existing TouchPoint experiences to identify the gaps and then plugging these gaps. Being independent from the client, Brand Maestros adds value in terms of an unbiased perspective as well as an outside point of view.

Get in touch with BrandMaestros at [business@brandmaestros.com](mailto:business@brandmaestros.com).

**Brand Maestros**

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