

# branded customer service

## Branding is an integral part of modern business strategy.

Here Janelle Barlow and Paul Stewart show that **delivering on-brand service**—service that supports and extends a company’s brand—can provide enormous competitive advantage.

In *Branded Customer Service* they link the dynamics of customer service with the psychology of brand to show how organisations can turn their service delivery into a powerful tool for establishing and maintaining a distinct brand identity.



Barlow and Stewart break new ground in bringing together the dynamics of customer service with the intricate emotional connections a great brand engenders. —Kevin Roberts, CEO Worldwide, Saatchi & Saatchi



### Janelle Barlow, Ph.D.

Janelle Barlow is President of TMI US, a partner of the multinational consulting organization, TMI International.

She is the author of four previous books, including the bestselling *A Complaint Is a Gift* and *Emotional Value*. Twice awarded the prestigious International Trainer of the Year by TMI, she has also earned the Certified Speaking Professional (CSP) designation by the National Speakers Association, on whose national board she sits. She is regularly interviewed on radio and tv business shows.

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### Paul Stewart

Paul Stewart is a Director of TMI New Zealand. He was previously chief economist for the ANZ Banking Group

(NZ) Ltd. and has held key executive roles specializing in operationalizing corporate strategy through brands and organizational culture.

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A comprehensive, practical guide—offers strategies, exercises, and real-world examples of branded customer service in action.

#### PART I – LINKING THE BIG WORLD OF BRANDING TO CUSTOMER SERVICE

- 1 The Branding Imperative
- 2 Generic Customer Service Isn't Enough Anymore
- 3 Roadmap to Branded Customer Service

#### PART II – IMBEDDING ON-BRAND SERVICE INTO YOUR ORGANIZATIONAL DNA

- 4 Defining Your Brand DNA
- 5 Three Brand Power Tools: Likeability, Reinforcement, & Consistency
- 6 Culture Change: The Bedrock of Brand Development
- 7 Communicating to Ensure Brand Resonance
- 8 Internal Word of Mouth: The Role of Brand Champions
- 9 Human Resources: The Window to the Corporate Soul

#### PART III – THE BRANDED CUSTOMER SERVICE TOOL BOX

- 10 Great Brands are Supported from Within: The Role of Management
- 11 Selling In a Branded World: Linking Your Brand Proposition to Your Sales Messages
- 12 The Tool Box of On-Brand Exercises Ensuring Your Sales Approach and Messages are On-Brand

## Branded Customer Service shows how to:

- UNLEASH THE FULL POTENTIAL OF YOUR BRAND
- MAKE CUSTOMER SERVICE SO DISTINCT THAT IT HAS AS MUCH POWER AS YOUR BRAND IDEA POSSESSES
- PERSONALIZE AND REINFORCE BRANDS THROUGH STAFF/CUSTOMER INTERACTIONS
- SUPPORT YOUR BRAND FROM WITHIN BY MANAGEMENT BEHAVIOR
- LINK BRAND PROPOSITIONS TO SELLING STYLE AND MESSAGES
- IMBED ON-BRAND SERVICE INTO ORGANIZATIONAL DNA THROUGH HUMAN RESOURCE POLICIES, BRAND CHAMPIONS, AND CULTURE/BRAND ALIGNMENT
- COMMUNICATE INTERNALLY TO ENSURE BRANDS RESONATE WITHIN ORGANIZATIONS

“In your hands you are holding both a ‘Bible of Branding’ and the ‘Dominant Document on Customer Service’.

This book has specific strategies that will enable you to create such a significant competitive difference in the way you serve your customers, your entire organization can be transformed. We will use it in all the companies that we own – and you should too!”

—Scott McKain, Vice Chairman of Obsidian Enterprises and author of the business bestseller, *ALL Business is Show Business*

# on-brand

moving customer service to a new level

# off-brand

even good service can hurt your business



Build your brand from the inside out and transform your organization

[www.brandedservice.com](http://www.brandedservice.com)

New ideas, experiences and inspiration from an online community of customer services, marketing, human resources and business executives

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