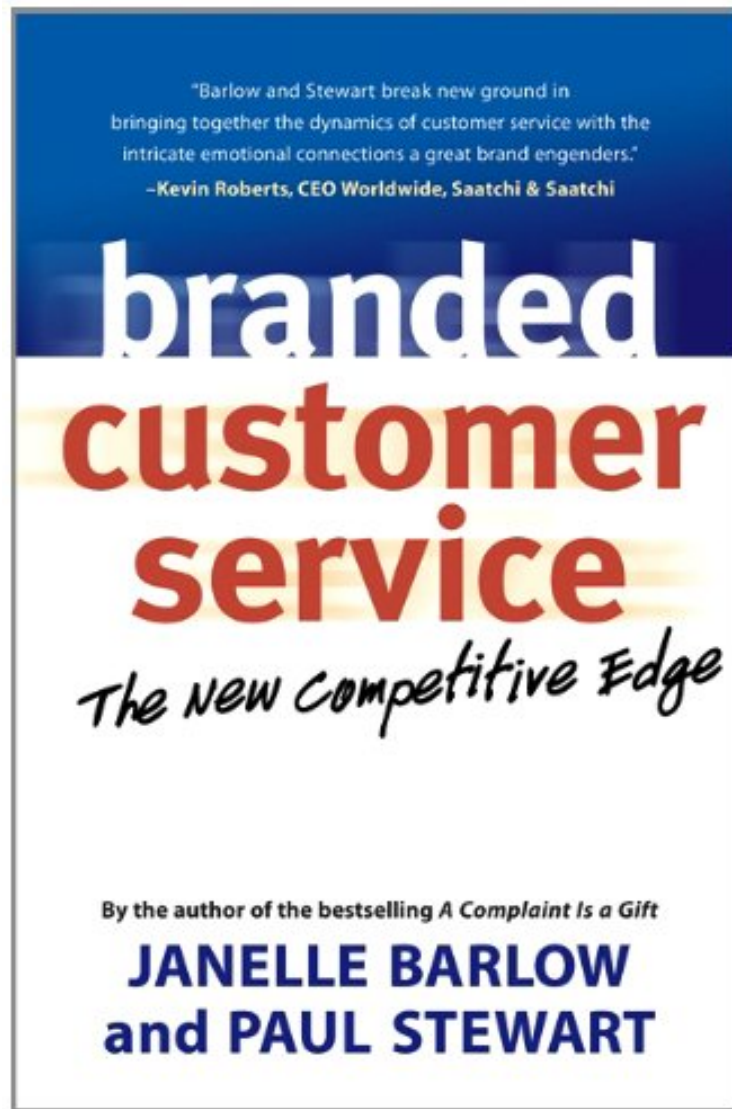


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Branded Customer Service: The New Competitive Edge

Janelle Barlow, Paul Stewart

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Janelle Barlow, Paul Stewart : Branded Customer Service: The New Competitive Edge before purchasing it in order to gauge whether or not it would be worth my time, and all praised Branded Customer Service: The New Competitive Edge:

0 of 0 people found the following review helpful. Five StarsBy LilliamThe book is great, easy to understand and good ideas suggested to implement.0 of 0 people found the following review helpful. Four StarsBy anabolcasgood1 of 1 people found the following review helpful. Are You On Brand or Off Brand?By Kristin J. ArnoldJust a few days ago I was at an elegant spa that oozed luxury and aromatherapy. After being offered a cup of steaming herbal tea, imagine

my surprise when presented with a shoddy legal consent form. A bad version of a battered copy, this tacky form was completely "off brand," a core concept in Janelle Barlow and Paul Stewart's latest book. What a simple, yet elegant concept: There are things we do that are "on brand" and consistent with the promises we make; and there are things we do that are "off brand" that smack the customer with inconsistency between our brand promise and our resulting actions. I just love this book for this simple idea alone. But it gets better! Before you can decide what is "on" or "off" brand, you have to know what your brand promise is...and Janelle and Paul take you through a journey to help discover and refine your brand in the marketplace. They call it your "Brand DNA" which you (and your organization) have, even though you may not have mapped it all out. And it gets even better! They give you lots of exercises, tools and techniques to help you map out the important components of your Brand DNA. Take each of these exercises and complete them individually and as a team - you'll be amazed at the wonderful, robust dialogue you will have!

Branding is an integral part of modern business strategy. But while there are dozens of books on branding products and marketing campaigns, nobody has applied the logic and techniques of branding to customer service -- until now. *Branded Customer Service* is a practical guide to moving service delivery to a new level so that brand reinforcement occurs every time customers interact with organizational representatives. Janelle Barlow and Paul Stewart show how to infuse an entire organization with brand values and create a recognizable style of service that reflects brand promises and brand images.

From Publishers Weekly According to this turgid primer, service with a smile is no longer enough. With today's glut of interchangeable commodities and cynical consumers, every aspect of customer service must reinforce the brand image promulgated by the marketing department. Thus, employees of Fabulous Freddies's gas stations try to work the word "fabulous" into every conversation with customers, while Abercrombie and Fitch hires college-age salespeople who look like their catalogue models. CNBC commentator Barlow, author of *A Complaint Is a Gift*, and consulting colleague Stewart, regale readers with anecdotes about snippy, sullen, ignorant sales associates who undermine brand loyalty and, worse, waiters and customer service reps whose carefully scripted cheerfulness and solicitude leave customers with a sour aftertaste of inauthenticity. Their ideal, derived from complexity theory conceits about the self-organizing behavior of flocking birds, is to get the typical high-turnover, minimum-wage service worker so imbued with the brand's essence that it emerges in spontaneous, emotionally real encounters in which "service representatives and customers dance together in brand space." Their suggestions include lots of human resources exercises in which employees ponder and internalize the brand messages expressed in advertising, as well as acting lessons, penmanship instruction, "personal image and professional presence training," humor classes, seminars in reading body language, and exhortations to "live the brand" at work and at home. A case study of a makeover of a Bahamas resort, in which employees were instructed to translate the hotel's marketing themes into the local island patois and create their own posters, dances and songs about them, gives readers a good sense of the book's softly totalitarian approach to customer service. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Barlow and Stewart reveal the secret of consumer loyalty. Consumers and companies alike should rejoice at the insights they offer." -- Rod Oram, business commentator "Buy this book now for every employee and take your company to the next level of competitive performance." -- Joe Calloway, author of *Becoming a Category of One* "Read this book for a foundation on which to base your customer service, for practical tips, and for sustainable advantages." -- Bruce Scheer, Founder and Principal, FutureSight Consulting "This book is not only well written, it shows very clearly how to incorporate brand into service delivery." -- Sirish Mani, National Customer Service Center Operations Development Manager, Toyota Financial Services "This book makes a welcome stand for where brand needs to go. A wake-up call to companies worldwide." -- Mark Di Somma, Pusher, Audacity Group About the Author Janelle Barlow (Las Vegas, NV) is President of TMI US, partner of the multinational consulting organization, TMI International. She is a leading author, seminar leader, and international speaker. Her ability to move people to significant behavioral change is the result of decades of professional speaking. Paul Stewart (New Zealand) is a Director of TMI New Zealand, which is part of the international human-factor based business solutions company TMI International. TMI works to create Exciting Company Cultures, applying concepts in organizational development, operational processes, internal marketing and communications. He was previously chief economist for the ANZ Banking Group (NZ) Ltd. Now he works with a range of companies in integrated brand, culture development and emotional intelligence.