

Brand Promise



A Wall Street Journal and BusinessWeek bestseller

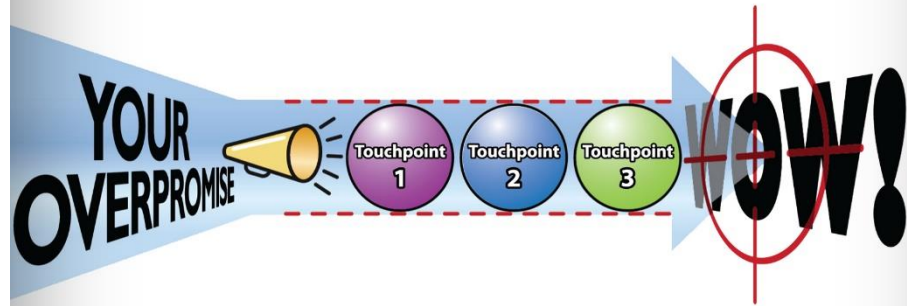


**How to Design and Deliver
Extraordinary
Customer Experiences**

Revised Edition

RICK BARRERA

ALIGNMENT



THE SHORTCUT
TO MARKETPLACE DOMINANCE

RICK BARRERA





5 Focus Areas:

1. Developing People and Talent
2. Focusing on Customer Experience
3. Brand Promise
4. Omni-Channel Marketing
5. Security

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#THEBOSSBABY

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A
Brand Promise
is a
VERY
SERIOUS
Commitment

That's why
MOST BRANDS
choose to
UNDER promise...





The Core Problem:

Financial Services was
The Largest Growth Industry
of the 20th Century





If you are under promising while your competitors are shouting from the rooftops...

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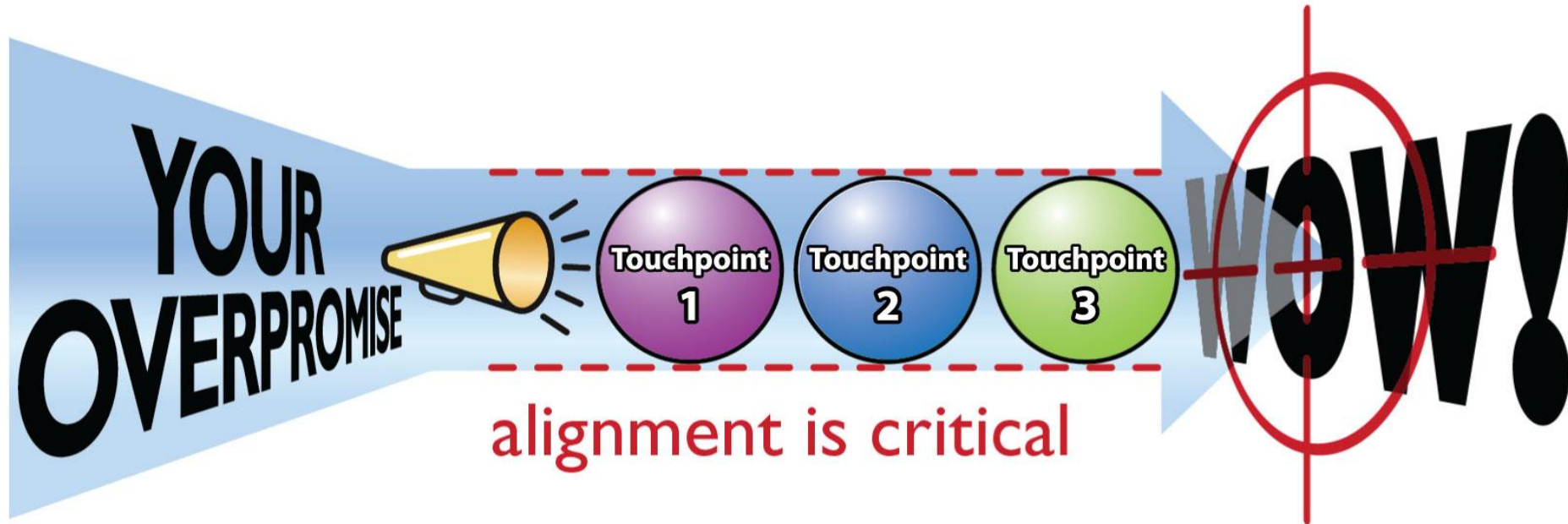
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A
Brand Promise
must
**immediately
differentiate**
you from your
competitors



OVER | OVER
PROMISE | DELIVER



TouchPoint One:



TouchPoint Two:



TouchPoint Three:



Which would you choose?



EVERYTHING
must be
ALIGNED
with your
OVERPROMISE:



The Launch:



Overpromising
DOES NOT MEAN
promising things
you cannot deliver!



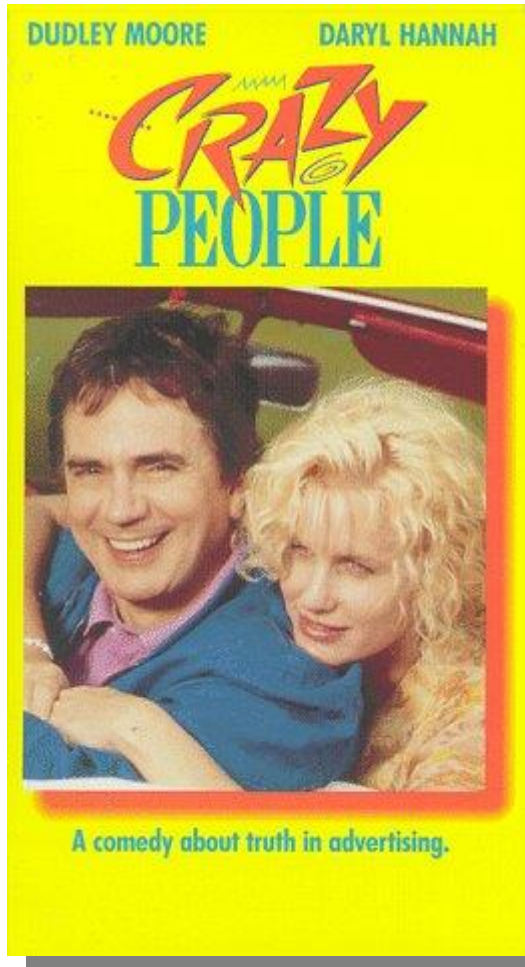
*fly
the
friendly skies
of
United.*

1970



ADVERTISING

1989



What if we just
told
THE TRUTH?

Your fear of flying may be valid. There are lots of crashes and people dying like crazy. But you should also know that more people arrive at their destination alive on our flights than on many others.

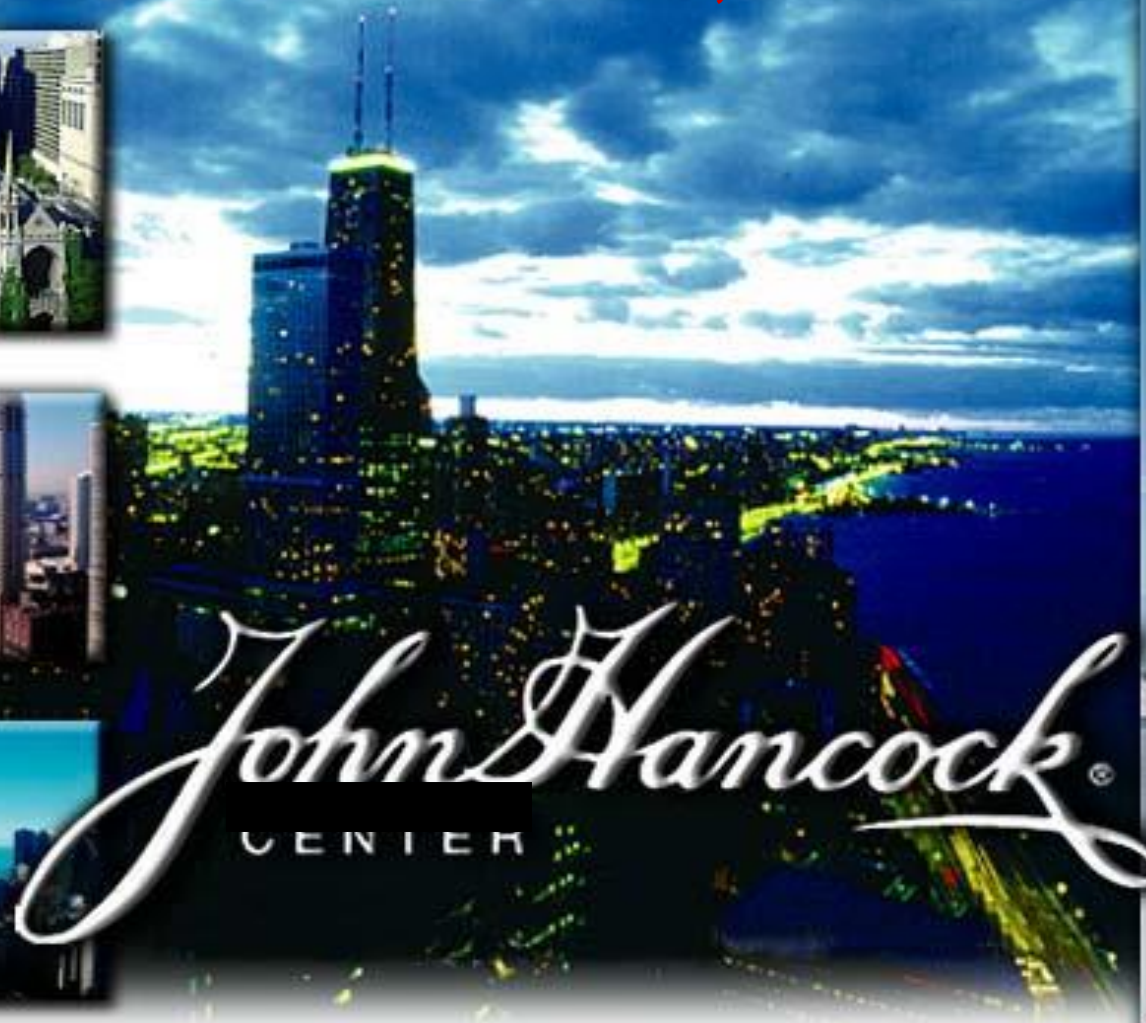
So if you have to fly, fly us.
Most of our passengers get there alive.



The French can be annoying.
Come to Greece. We're nicer.



We know you love him. But if he happens to die, we'll give you two Mercedes and a summer home. Wouldn't that be nice, too?



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“Perfect Coffee”

Starbucks: Product TouchPoints

Any espresso shot
not pulled within 23
seconds must be
tossed



Starbucks: Product TouchPoints

Exactly 1 pound



Starbucks: System TouchPoints

The perfect environment



Starbucks: System TouchPoints

Great Smell:

- No perfume or cologne
- Smoking is forbidden
- Prepared foods are kept covered



Starbucks: Human TouchPoints

Guidelines for Screening “Partners” (Not Employees)



We want
passionate
people who live
and love coffee



Starbucks: Human TouchPoints

Training for every partner includes...

- Coffee history and knowledge
- Customer service
- Retail skills
- Using the cash register
- Weighing beans
- Opening the bag properly
- Explaining the Italian drink names to customers
- Selling an \$875 home espresso machine
- Making eye contact with customers
- Taking personal responsibility for the cleanliness of the coffee bins



Starbucks: Human TouchPoints

Training for beverage preparation includes...

- Grinding the beans
- Steaming milk
- Pulling perfect shots of espresso
- Memorizing recipes of all the different drinks
- Making drinks to customer specifications
- “Brewing the Perfect Cup”



Starbucks: Alignment of Customer TouchPoints

Creating a Branded Starbucks Experience...





Starbucks owns the word
“coffee”
in the American psyche



You're Sick. We're Quick!

Product TouchPoints:

- Extended hours
- No appointment necessary
- Fast! (under 15 minutes)
- Quality care for a limited list of ailments
- Appropriate no charge referrals for the rest
- Prices range from \$28-\$110
- Accept insurance
- Guarantee



Systems TouchPoints:

- 600 Locations
- Covering 27 states
- Many CVS pharmacies
- Sign in kiosk
- Diagnostic software



Human TouchPoints:

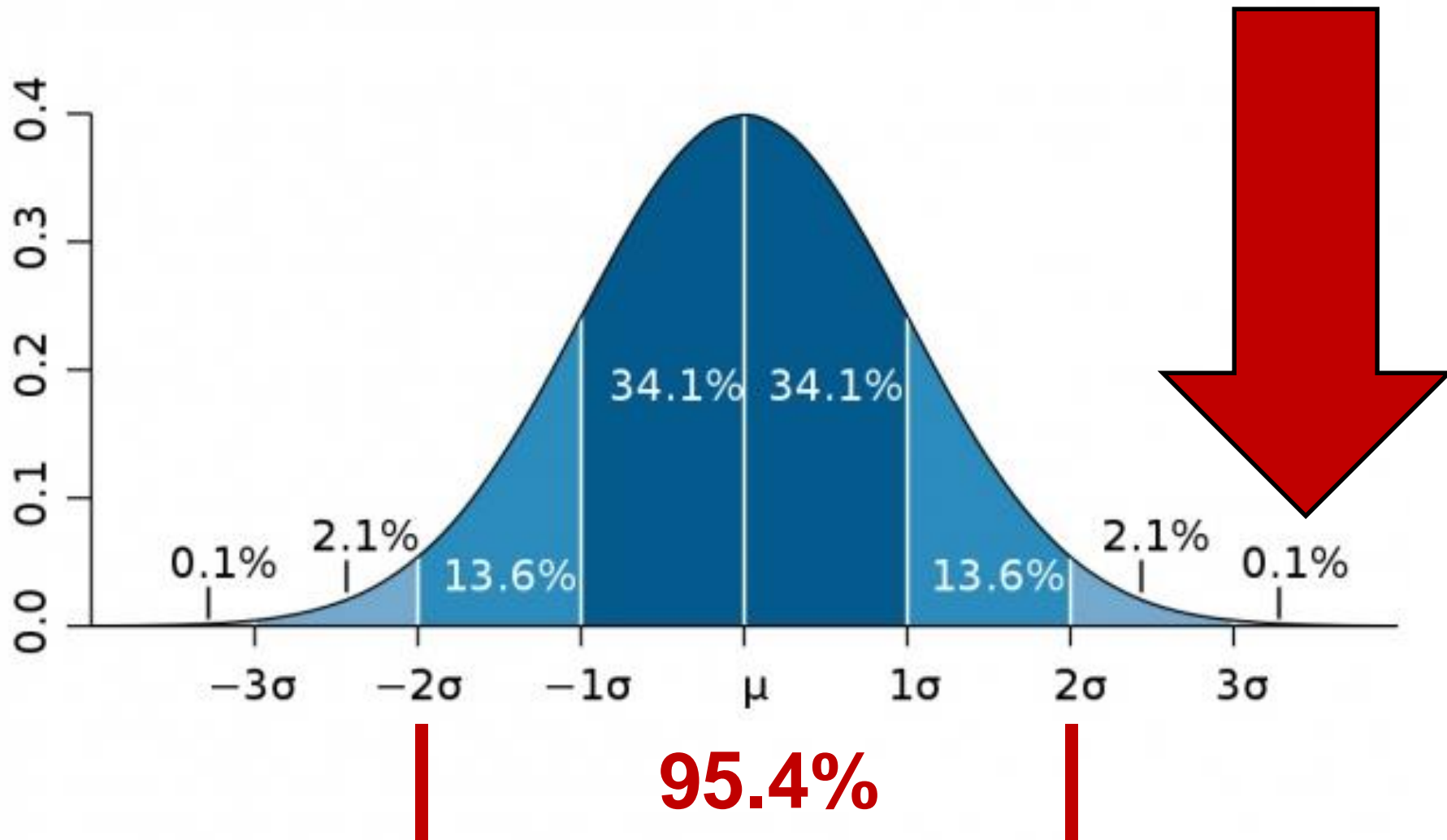
- Nurse Practitioners

- Competent
- Courteous
- Practical
- Professional
- Quick!



- Nurse Practitioners keep costs low and profits high which enables the opening of more locations which makes them quicker!

Differentiation = Extreme







American Girl
Place





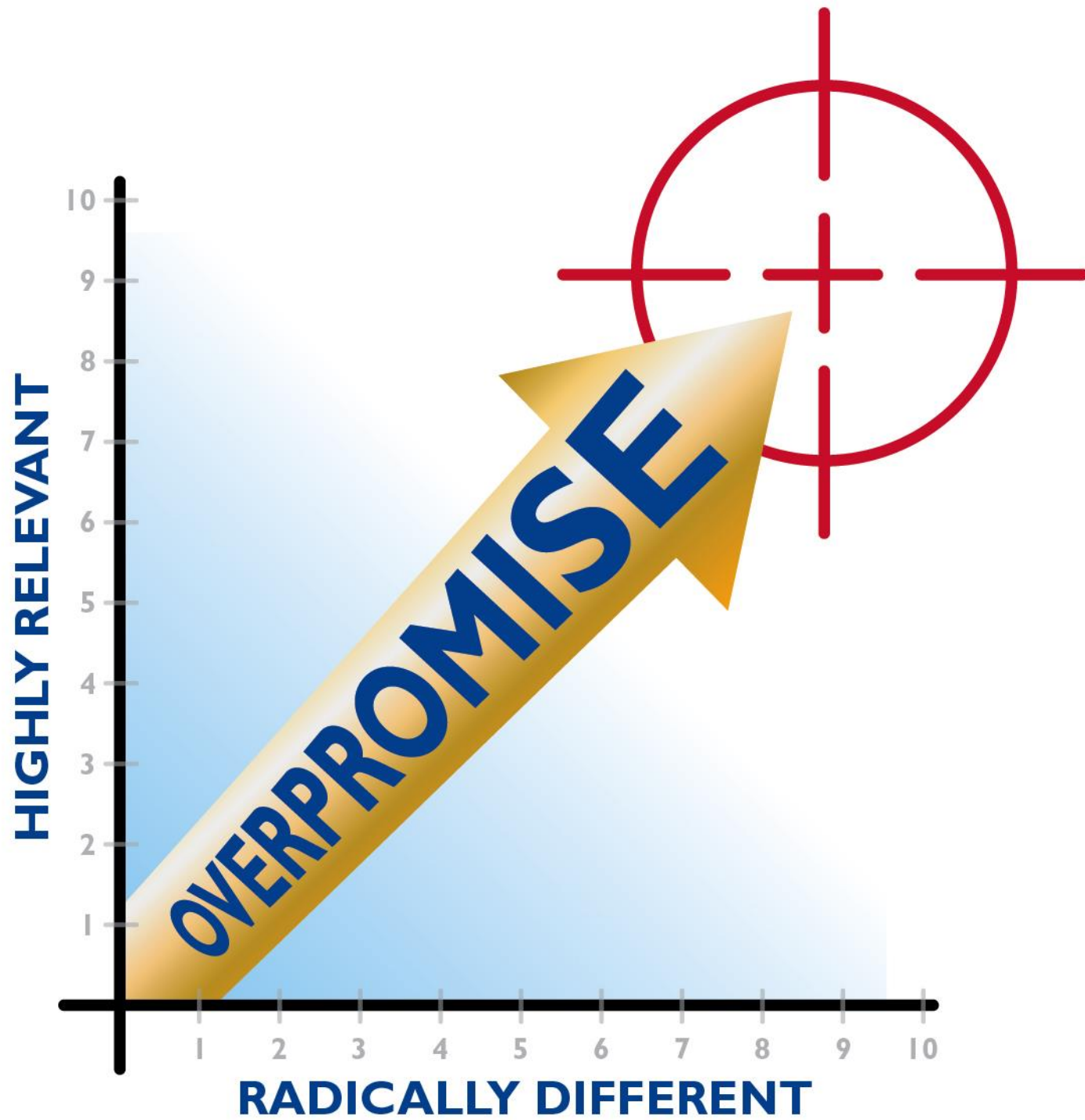




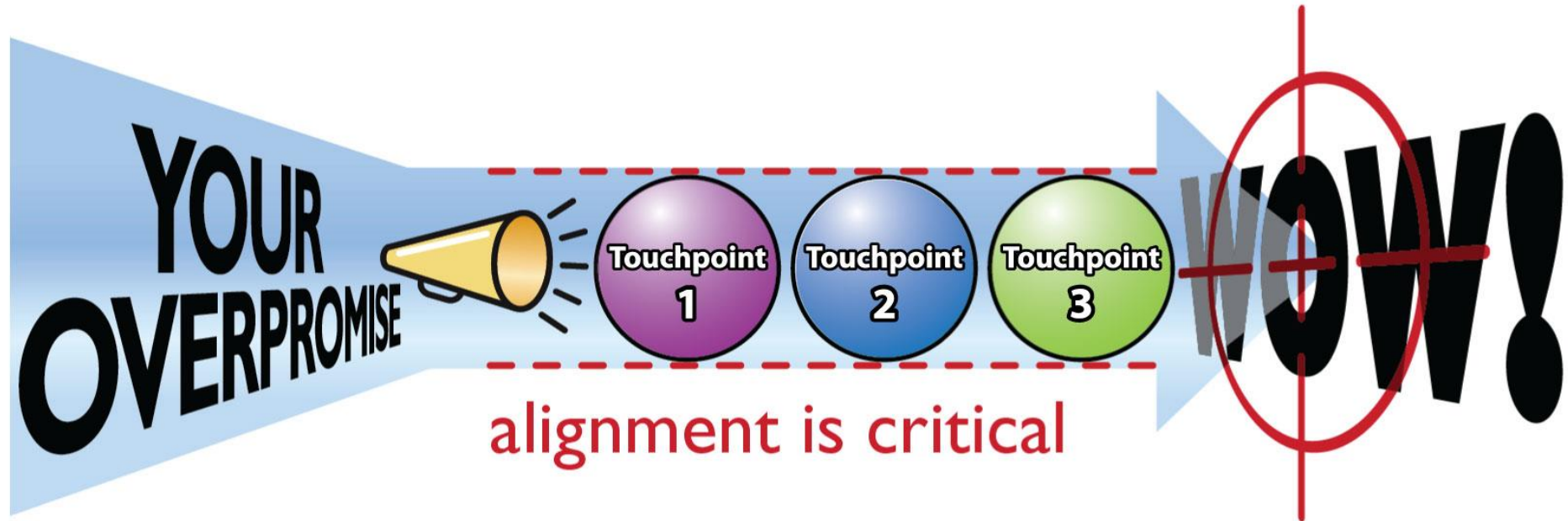








OVER | OVER
PROMISE | DELIVER





How can you
create a
company as
revolutionary as
Starbucks,
Minute Clinic,
or
American Girl?



YOU TOO CAN SHIFT

from

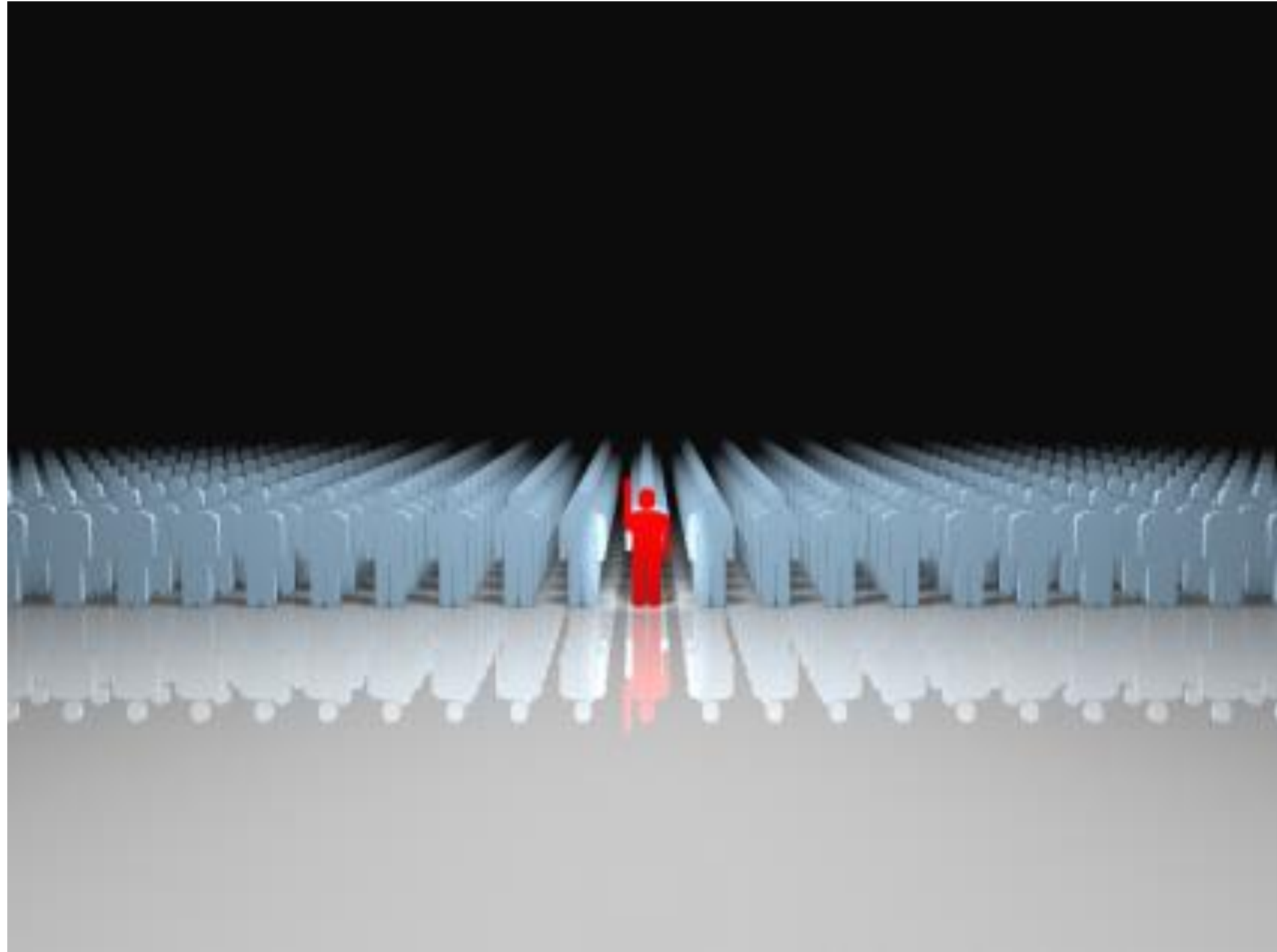
being like your competitors

to delivering an

extraordinary

DIFFERENTIATED

member experience



Stop Trying to Do It All!!



Pick Your Niche:

- Mortgages
- Remodelers
- Travelers
- Credit products
- Used Auto Lending
- Small Business Lending
- Insurance products
- The Unbanked

Design Your Overdelivery



Then Launch Your Overpromise



Launch on as **narrow**
a front as you can...



Think Outbound Only...



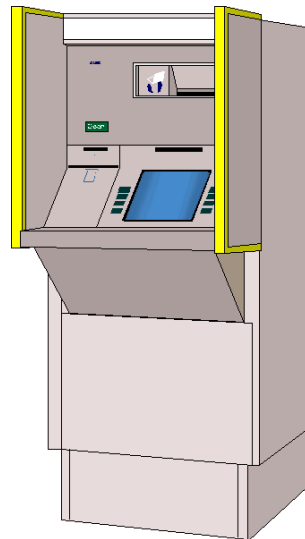
The narrower you go,
the faster you'll grow!!





Washington Mutual

- The first encounter
- The most frequent encounter
- The most significant encounter





Washington Mutual

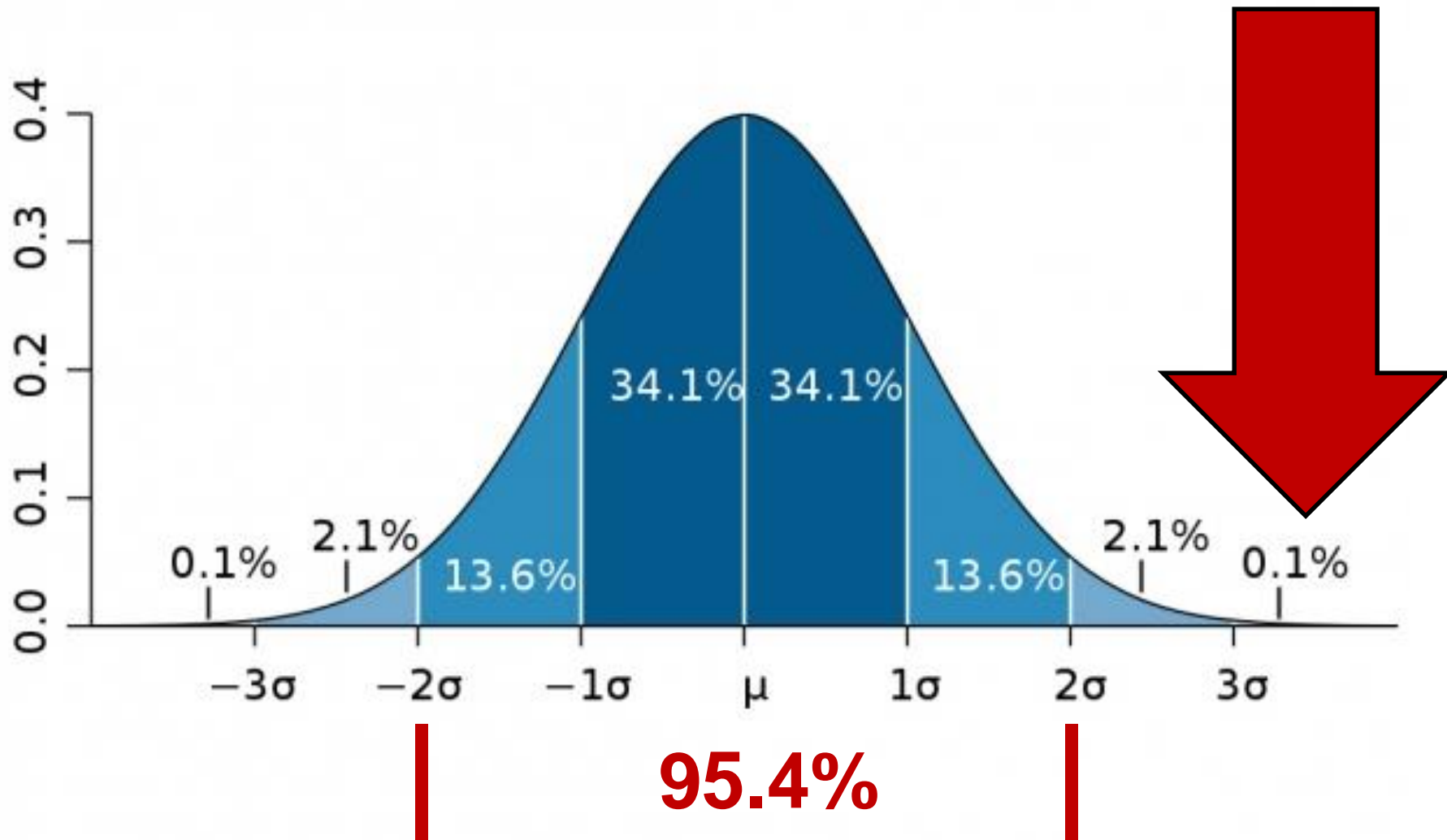
Went from # 28 in mortgages to #1 in 2 years

Went from obscurity to #1 bank in brand awareness in the top 20 markets in 5 years

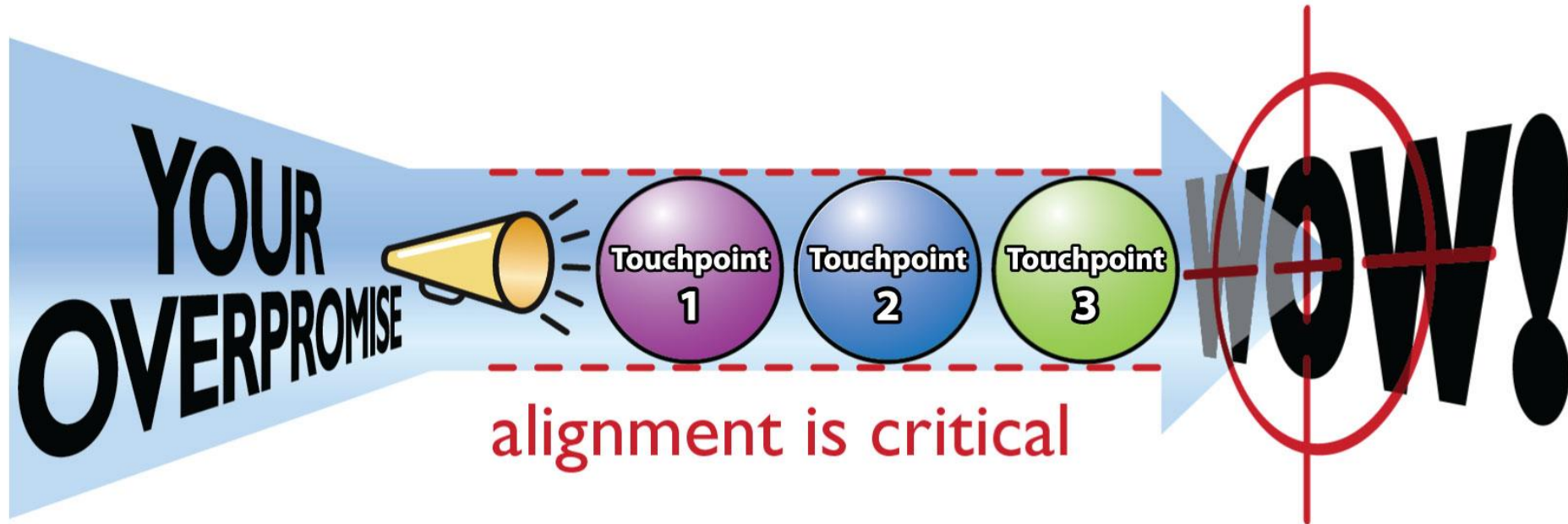
Helping The Under Banked

- Critical Touchpoints:
 - Cashing checks
 - Sending cash to loved ones
 - Fees are deadly
 - Identification issues
 - Payday loans

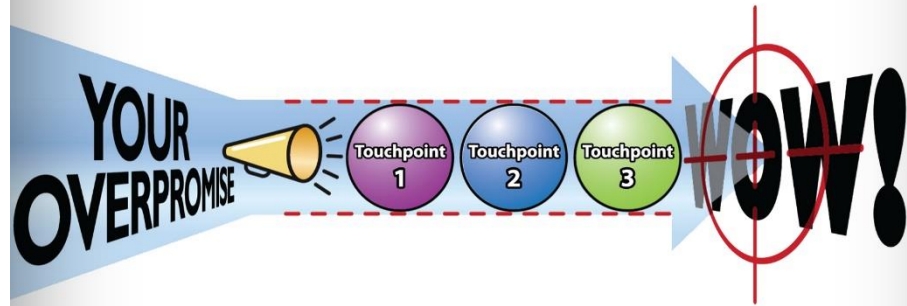
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