ALIGNMENT

YOUR
OVERPROMISE

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
5 Focus Areas:

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

1. Developing People and Talent
2. **Focusing on Customer Experience**
3. **Brand Promise**
4. Omni-Channel Marketing
5. Security
A Brand Promise is a VERY SERIOUS Commitment
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…
A Brand Promise must immediately differentiate you from your competitors.
OVER Promise | OVER Deliver

YOUR OVERPROMISE

Touchpoint 1 Touchpoint 2 Touchpoint 3

alignment is critical

WOW!
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.
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?
A Brand Promise is a VERY SERIOUS Commitment
OVER PROMISE
OVER DELIVER

YOUR OVERPROMISE

Product
Systems
Human

alignment is critical

WOW!
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

95.4%
Smooth Hair Styles

- Half Ponytail: $19
- Ponytail: $19
- 2 Half Pigtails: $15
- All Down: $15
- Ponytail Flip: $20
- 1 Braid: $20
- Ponytail Flip with Braid: $20
- 2 Half Braids: $20
- Ponytail Veil: $20

*Prices in USD.*
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!!
• The first encounter
• The most frequent encounter
• The most significant encounter
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
Differentiation = Extreme

95.4%
ALIGNMENT

THE SHORTCUT TO MARKETPLACE DOMINANCE

RICK BARRERA