



Managing the Brand Experience in the Contact Centre

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Living the Brand

- **Every interaction that a customer has with an organisation must reflect, support or enhance the brand**
- **Brand values need to be translated into appropriate attitudes and behaviours**
- **Personnel can then deliver the customer proposition**

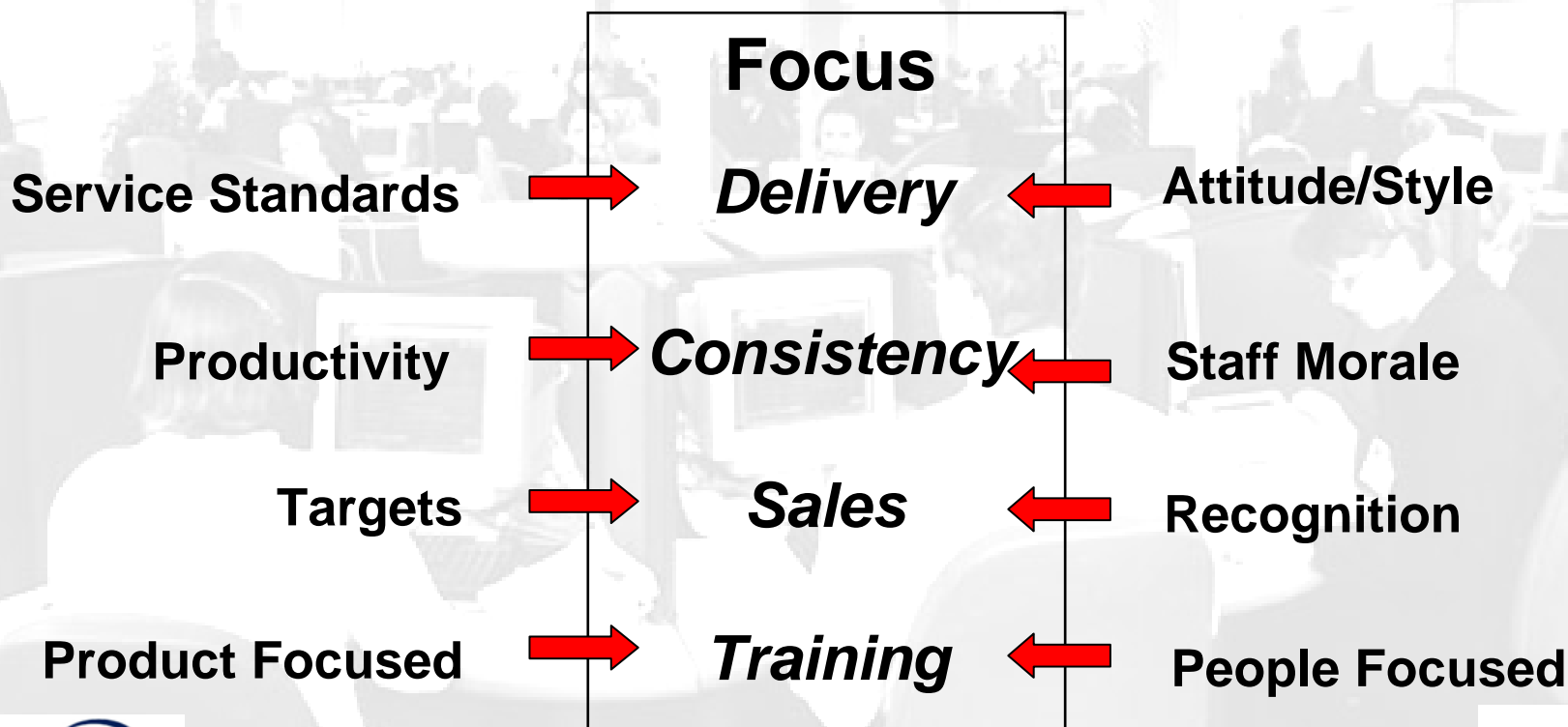


Customer Requirements

- **Orientation on a common theme – customer**
- **Customer focused actions and behaviours to support the brand philosophy**
- **Link external brand to internal culture (intellect and emotion)**
- **Build the capabilities – structure, style, skills, knowledge, attitude and resources**



Process vs. People





“You never bore people into buying anything you only excite them into buying it”