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Ideas to Help Your Financial Institution Succeed from On The Mark Strategies

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Branch Disappointment vs Brand Disappointment

A Facebook friend was ranting recently about a bad Starbucks experience. From advertising drinks they no longer serve to being out of tea (how can a tea and coffee shop be out of tea?), that particular Starbucks location failed its customer. My friend ended his rant by saying, "\$10 for two drinks and not one of them is what I wanted."

Another friend had a series of bad experiences at a specific Whataburger. The last straw was when her son ordered a cheeseburger and the cook failed not once, but twice, to put the meat on the sandwich. Yes, even the "fixed" burger had no burger on it.

In both of these scenarios, neither customer gave up on the brand. The Starbucks customer didn't even give up on that specific location. The Whataburger family did, but they are willing to drive five miles out of the way to eat at another Whataburger.

How can your brand recover when one of your branches disappoints?

Respond and resolve quickly. Place member/customer service contact information in prominent locations on your website and in your branches, so complaints are easy to report and you can respond to them quickly. Monitor social media sites for consumer complaints. Respond and resolve them off line.

Brand from the inside-out. If your employees are not committed to the brand, it will fail. You have to get your employees on board first to keep your customers/members from jumping ship.

Make brand training a priority. Train employees regularly on your brand promise, consumer expectations and living your brand. If you can't do formal training, try brief reviews during team meetings.

Conduct mystery shops. Have customers and members mystery shop your branches. This is a fast way to identify and fix your weak links.

Brand strength isn't about being perfect. It's about delivering on your brand promise consistently and fixing mistakes quickly. That is what keeps consumers loyal to your brand even if they're not loyal to one of your branches.

"Identifying the gaps in our brand was incredibly valuable, and this is something I applaud Mark and Taylor for. They identified that our marketing collateral is exceptional, but it's not being lived by our staff. Having our executive team listen and understand what that gap is and why it exists was very profound to me."

Kristina Morgan, VP, HR and Marketing, Nymeo FCU

Does Your Brand Stand Out in the Crowd?

On The Mark Strategies offers the following specialized branding services: developing a brand plan, brand training for staff, market research and recommendations. Finalized brand plan essentials include: vision/mission/message, brand targeting and training, brand elements, brand awareness and timetables. Contact Mark to learn more about branding and how we can assist with your financial institution's unique needs. [E-mail Mark](#) or call him at 214-538-4147.

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Mark Arnold 1709 Flowers Carrollton, Texas 75007 United States (214) 538-4147



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