

Episode 11

Rachel Sets the Rules

Video 3 - Brand Awareness – Perception vs Reality

Hi everyone, welcome back to *Rachel Sets the Rules*.

Lately, there's a lot of talk in our industry about the benefits of delivering a world-class customer experience.

And rightly so.

It's important for your customers' happiness and satisfaction – which is vitally important for your business.

Interestingly enough, the customer experience begins and ends at the same place – *your brand* – where perception is reality.

And the only perception that truly counts is your customer's ... For example – (GRAPHIC below)

In a recent study, half of banks perceived themselves as relationship-focused, a view shared by only thirteen percent of their customers

But we have the power to shape our customers' perceptions, and, sadly, sometimes fail to take advantage.

So, how do we do it?

How do we take who we are and what we stand for and project it in a way that makes all of our customers feel welcome, wanted, and valued?

Let's look at three rules to evaluating and improving your brand image:

Rule One – Brand Emotionally

Take a hard look at your institution and ask -- Where do we excel? What needs improvement?

The answers to self-evaluating and emotional questions like these unlock your brand's potential and put it in its best light by accentuating strengths and maximizing performance.

Rule Two – Brand Directly

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Understand your customers' ever-changing life needs ... and be *ahead* of the change.

By predicting changes in culture, technology and industry trends makes you look smart and innovative to your customers – especially high-value Millennials and Gen Z

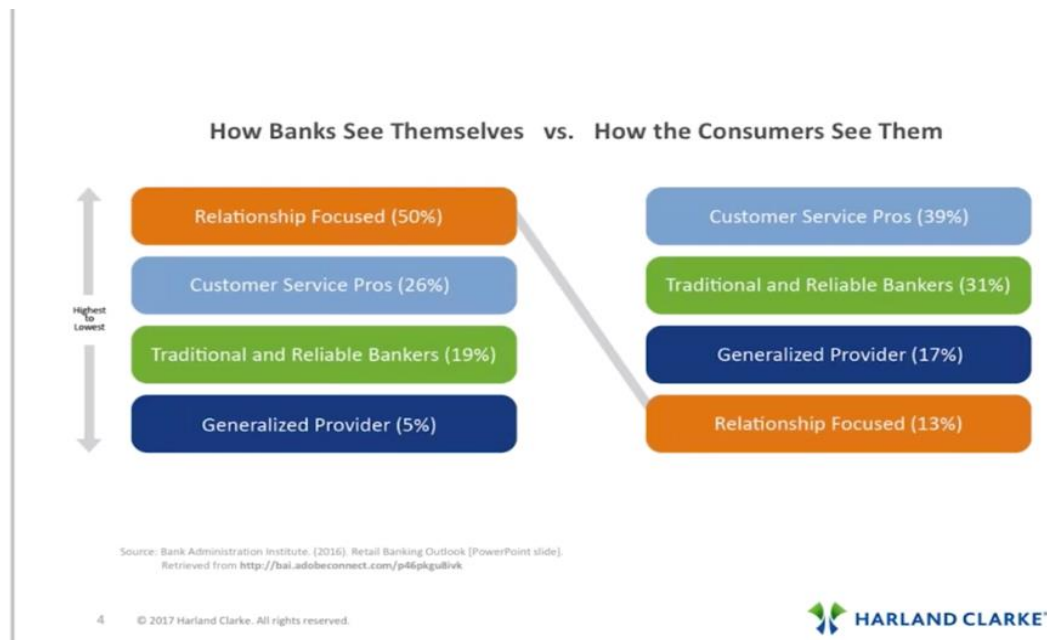
Rule Three – Brand Empathetically

Think “customer need” and create products and services that best serve your customers.

When you backup your brand with actual products and solutions, “empathy” becomes more than just a buzzword – it becomes perception *AND* reality!

And, THOSE, are MY Rules!

See-ya next time on Rachel Sets the Rules.



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