

Invest in your customers' experience

We've all chosen apples that looked great on the outside but didn't quite deliver the juicy crunch we expected! Many brands give us the same problem – the experience we get is so often worse than we expect, and sometimes the opposite of what was communicated!



With increased caution over capital investment, and consumer spending becoming more targeted, all brands need to think carefully about developing new ways to retain (or increase) their market share by differentiating themselves from their competitors and building deeper customer loyalty.

There's always things to be improved - especially in your customers' minds!

Customers choose a brand by what they see or hear, but it's what they experience that forms their final opinion. To build customer loyalty, it's imperative that all aspects of customer experience live up to expectations - from discussions with call centre staff to the tone of voice on your website... from the design of marketing collateral to the effectiveness of retail signage and store environments. It's key that everything you do reflects your brand's unique values and delivers on its promises.

And all this is doubly important in this difficult economic climate when customers are thinking harder about their choices; "am I really getting something for this money... is this brand worth the cost?"

At Integrity we have a unique approach to delivering enhanced customer experience, called Brand Programming, a service developed through more than a decade of working with blue chip companies - some of the most respected brands. Brand Programming covers all aspects of brand change - from internal communications and staff engagement projects to retail store programmes; from on-screen and printed media to clothing, vehicles, signage and workplace environments. All those things that your customers experience on their brand journey with you.

So, whether you need to make small improvements, or a major overhaul - why not contact us to arrange a meeting. We're the people behind the customer journeys of some of the most respected brands...

If you would like to know more about our services and capabilities, please contact Sarah Matthews:

Mobile +44 (0)1622 831238

Email sarah.matthews@integrity.co.uk