

# Hansa Brand Engagement: Integrating Your Brand Promise Into Customer Loyalty Surveys

Customers don't view their total relationship with you based on mentally fragmenting their experience with each of your touchpoints and then adding up the total. They form an opinion about you based on a gestalt of their experience. They mentally lump everything together as their overall satisfaction. The brand is the total experience in the customer's eyes.

At the same time, however, brand marketers need to ensure that the brand as experienced by customers and prospects is what they intend for people to experience. Measuring brand perceptions without gauging the impact of key elements of the brand across touchpoints, and whether they are experienced positively, misses a huge opportunity to understand whether the company's value proposition is resonating with customers and whether it is being delivered consistently throughout the experience. Conversely, measuring the customer experience, as in most customer satisfaction surveys, without assessing the brand value proposition and whether it is being experienced positively by customers also misses an opportunity.

Hansa's approach to Brand Engagement surveys squarely addresses these missed opportunities. Our methodology integrates the brand promise into our Brand Engagement surveys so that they not only obtain feedback on critical touchpoints but they also assess how well the brand promise is being delivered across those touchpoints.



Hansa's analysts employ advanced statistical methods to assess the impact of customer touchpoints on customers' perceptions of how well the brand promise is being delivered. This analysis enables marketers, operational executives, and customer experience professionals to pinpoint where in the customer experience the brand

delivery may be falling short, or, conversely, which touchpoints are truly living the brand. The outcome from our Brand Engagement surveys takes customer loyalty to a next level, with actionable recommendations for enhancing the customer experience to deliver the brand and to create loyalty.



The Hansa difference: Hansa specializes in brand and the customer experience. We bring key strengths in areas critical to clients in obtaining business results:

- ✓ Deep understanding of the psychology of human interrelationships.
- ✓ Senior-level consultants with decades of experience working with the world's leading firms.
- ✓ Leading edge thinking on what makes for powerful customer experiences and brand loyalty.