

Brand!ntegrity

THE EXPERIENCE MANAGEMENT COMPANY™

Improve Employee Experiences. Gain More Loyal Customers.

It really is that simple. And in today's complex, competitive world, simple is better. With the right tools, you can define your brand, align and engage employees, create greater accountability for customer experiences, and increase profitability.

Brand Integrity can help. We will work with you to transform your business and ensure employees in your organization are living the brand. Only then, can you Achieve Brand Integrity—the point at which your organization achieves its desired brand image while reaching business objectives—when everyone your brand comes in contact with (employees, customers, partners, and the market) understands, believes, and experiences that you are who and what you say you are.

OVER
60%

of **Brand Integrity** clients
are listed on a **BEST
PLACES TO WORK** list.

FEATURED BY

BusinessWeek

CONSULTING MAGAZINE



Experience Management. It's What We Do.

Experience management is critical to differentiating your company's brand from its competitors. At Brand Integrity, we've been leading this movement for more than 10 years—from collaborating with clients across 25 different industries, to providing keynote and educational programs to thousands of business leaders a year, even teaching our methodology at the University of Rochester's William E. Simon Graduate School of Business Administration.

We've developed Potential Point™ 5.0, a comprehensive, patent pending software solution designed to streamline and manage employee experience assessments, strategic recognition, and customer experience feedback. This cloud-based tool is simple to implement and can be used as a standalone solution or easily integrated with HR, marketing, CRM, and other enterprise systems.

We are passionate about defining, managing and measuring the kinds of experiences that impact your company inside and out. From interactive training and communications to reporting and analysis—our unique process will put you on the path to Achieving Brand Integrity™.

“If You're **Not** Managing Behaviors, You're **Not** Managing Your Brand™”

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Our Clients Share Their Experiences

“By adopting the Achieving Brand Integrity methodology, we saved \$5 million in the first year alone. We delivered more memorable customer experiences, increased same-store sales by 7% in saturated markets, annual sales in new markets by 115%, and store trips by our best customers to 94 per year when the industry average is 36.”
— VP, National Retailer

“Accounting and tax services are a commodity today—we have to offer more to stay in business. Since [adopting the Brand Integrity management strategy] we’ve improved the consistency of service, strengthened the value of our relationships, and increased client satisfaction and referrals.”
— Partner, Regional CPA firm

“The Achieving Brand Integrity process has helped us manage our culture and customer experience. The results: increased new business, dramatically improved and defined customer experience, and employee accountability guidelines that are easy to manage.”
— SVP, National Insurance Brokerage

“The service level integration of the behaviors has been critical to standardizing our delivery to residents. It has helped us get more focused on delivering a consistent high quality experience.”
— COO, Hospitality & Healthcare Company

Read more client experiences at www.brandintegrity.com.



Got The Book?

Call to request a copy of *Achieve Brand Integrity: Ten Truths You Must Know to Enhance Employee Performance and Increase Company Profits*. In this book, we share the truths that lead to more engaged employees, more loyal customers, and increased profitability for your company.



2008 Gold Medal Winner
Best Business Books



2008 Silver Medalist
Independent Publishers
Book Award

How We Do It



Understand the employee and customer experience.

Using a proprietary online assessment, our experience management experts uncover how consistently your company lives the brand.



Define the desired brand experience.

Working with company leaders, we help to achieve alignment on core beliefs and basic behaviors necessary to living the brand.



Design the customer experience.

Collaborating with employees responsible for delivering the experience, we establish nonnegotiable behaviors and identify ways to exceed expectations at specific touchpoints in order to deliver the desired customer experience.



Engage and empower employees to deliver the experience.

Interactive workshops help senior leaders, manager, and employees, connect their role to the customer experience and increase accountability across the company.



Manage the experience.

Using real-time employee and customer experience data captured in Potential Point 5.0, we partner with company leaders to quantify culture and make decisions that influence employee engagement, customer loyalty, and financial performance.

Are you ready to manage your branded experience?
Call (585) 442-5404 or email info@brandintegrity.com
to schedule your complimentary Achieving Brand
Integrity™ Assessment.

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