

# Brand!ntegrity

THE EXPERIENCE MANAGEMENT COMPANY™

## Dramatically Improve the Way You Manage Your Brand and Culture.

Manage the experience through one powerful and simple dashboard. Introducing Potential Point™ 5.0, the patent pending software solution designed to help companies gain more loyal customers through streamlined management of employee experience assessments, strategic recognition, and customer experience feedback.

### Potential Point is impacting results.

With Potential Point, company leaders can use real-time employee and customer experience data to quantify culture and make decisions that influence employee engagement, customer loyalty, and financial performance.

### Potential Point is leadership visibility.

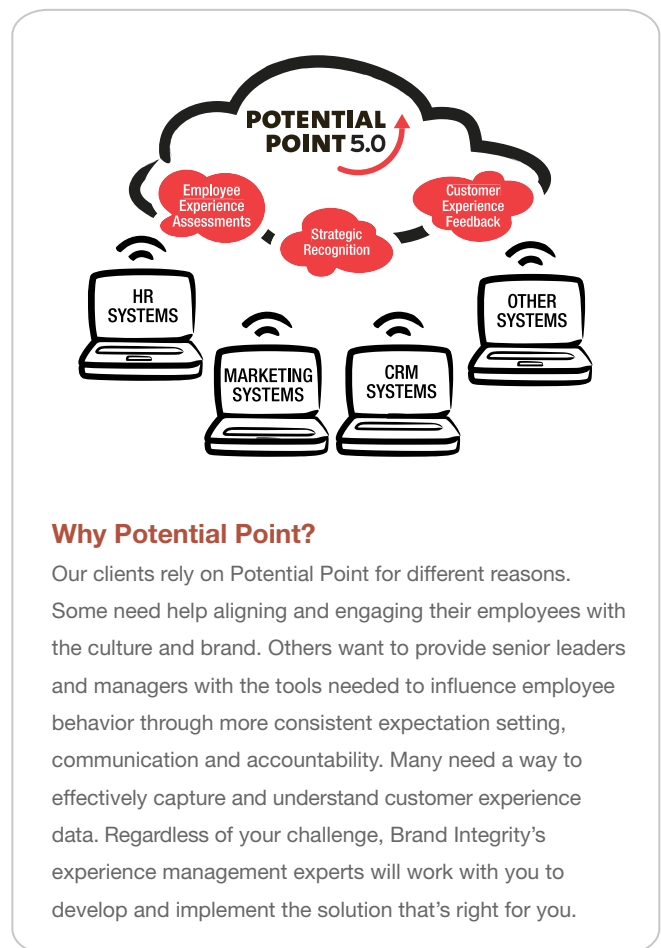
Most senior leaders and managers struggle to know whether employees are delivering the company's desired customer experience. This strategic tool seamlessly integrates with other systems to efficiently aggregate data and provide complete visibility that allows company leaders to more effectively manage the experience.

### Potential Point is cloud-based and cost-effective.

Unlike traditional software delivery methods, Potential Point is software as a service and requires no hardware purchases, software installations, or network set-up. It can be used as a standalone solution or easily integrated with HR, marketing, CRM, and other enterprise systems.

### Potential Point is more than just software.

Brand Integrity is the only company that offers this comprehensive approach to employee and customer experience data. Our experience management experts provide the knowledge and tools needed to understand important data about the experience your company is delivering—from training and communications to reporting and analysis.



## Potential Point Software Applications

1

### Employee Experience Assessments

Ongoing measurement of employee alignment, engagement, and consistency of the branded experience.

**Blue Inc. Living the Brand Assessment**

The purpose of this assessment is to measure how consistently we currently deliver the Blue Experience to strengthen our work culture and ensure a consistently great customer experience.

Please rate how consistently others in your work area (not you as an individual) deliver these behaviors using the scale provided.

All ratings are 100% confidential and will be tabulated by Brand Integrity and shared anonymously.

Please to clear and honest as your answers will be used to help us improve our employee and customer experience. This assessment should take about 15 minutes. Please complete it at a quiet time.

Progress: 0 of 40 questions completed

Please rate the following statements based on **your level of agreement** using the scale provided.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I understand how I contribute to a good customer experience.	1	2	3	4	5
2. Others in my work area understand how they contribute to a good customer experience.	1	2	3	4	5
3. I understand the goals and objectives of my department and how I contribute to meeting them.	1	2	3	4	5
4. Others in my work area understand the goals and objectives of my department and how they contribute to meeting them.	1	2	3	4	5

2

### Strategic Recognition

Leadership-driven and peer-to-peer social process used to capture and share best practices aligned with your brand's culture and desired customer experience.

**Peer Nomination**

This form is for employees to use in nominating others for "Living the Brand".

**step 1** Identify: Who is the employee engaging? the one who is to be recognized.

**step 2** Rate: How well did they do? (1-5)

**step 3** Select Experience Dimension: Which area of the brand did they excel in? (Culture and Tone, Customer Service, Operational Excellence, Quality, Innovation, and Growth)

**step 4** Nomination Description: Write a short paragraph describing the specific actions that led to this nomination.

3

### Customer Experience Feedback

Ongoing measurement of customer loyalty based on the consistency of experiences delivered by your company.



## Overcome Your Challenges

- Have you spent too much money creating and marketing your brand, and not enough focus on living it?
- Does your company culture exist only on paper? Are your competitors' marketing messages the same as yours?
- Do you need help communicating your employees' role in the customer experience and getting managers to consistently recognize employees?
- Are your existing management systems complex and cumbersome? Do you have disparate systems that create silos between groups and prevent you from effectively managing the experience?
- Are you wasting money on reward and incentive programs that don't really impact employee performance? Is your reward vendor the only one profiting from the program?
- Have you routinely collected customer satisfaction and loyalty research, only to be challenged with how to best leverage it?