

The brand experience blueprint

7 elements that drive customer loyalty

Presented by

twimbit



The future of exceptional digital experience

The importance of brand experience cannot be overstated, it serves as the cornerstone of how customers perceive and interact with a company, shaping their loyalty and advocacy. During a recent roundtable discussion, *an expert highlighted that even a brief interaction with an organisation, just five seconds, can create a lasting impression on customers.* This underscores the critical role of brand experience in forging emotional connections with customers.

Brand experience encompasses every interaction a customer has with a company, from the initial awareness to post-purchase engagement. It is the sum of all touchpoints, including digital interfaces, customer service, and in-person interactions, that collectively define how a brand is perceived. A successful brand experience is one that not only meets but exceeds customer expectations, creating memorable moments that resonate on a personal level.

Brand experience is vital for organisations as it significantly influences customer loyalty and retention by fostering positive interactions that encourage repeat business and long-term relationships. In a crowded marketplace, it serves as a key differentiator, enabling companies to stand out with unique and compelling experiences that competitors cannot easily replicate. Moreover, brand experience helps build an emotional connection with customers, which is crucial for brand advocacy, as customers who feel understood and valued are more likely to become brand ambassadors.

This playbook aims to provide organisations with actionable insights and strategies to achieve and deliver the best brand experience. By prioritising brand experience, companies can create meaningful connections with their customers, driving growth and success in an increasingly competitive environment.

1

Define brand promise

Clearly articulate a brand promise forms the foundation of brand experience. This needs to be defined based on customer insights and business capabilities, not created "out of the sky." The promise should be realistic, attainable, and aligned with what the organisation can actually deliver.



2

Designate a brand owner

Assign clear ownership of the brand, typically at the CEO or leadership level. When the CEO embodies the brand values and takes ownership of the brand promise, it signals importance throughout the organisation. As noted in the discussion, iconic brands are often associated with their CEOs who personify the brand values.



3

Communicate the brand promise clearly

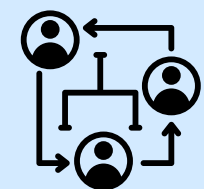
Translate the brand promise into practical, actionable behaviours that every employee can understand and implement. This means breaking down abstract concepts into specific actions for different roles, making it easy for everyone from executives to frontline staff to understand "what to do differently tomorrow."



4

Ensure consistency of delivery across channels

Maintain a consistent brand experience across all customer touchpoints and channels. This requires alignment between different departments and channel owners to deliver a unified experience regardless of how customers interact with the brand.



5

Build culture and leadership

Develop a culture that supports the brand promise through continuous reinforcement and leadership immersion. This includes leadership commitment, alignment across all levels, and making brand values part of everyday conversations to transform them from abstract concepts into organisational habits.



6

Measure customer loyalty

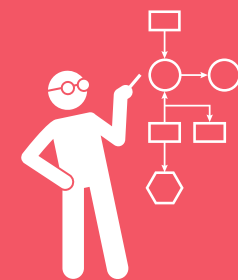
Track and measure customer retention as a key indicator of brand experience success. Understand why customers return and tracking metrics that show brand trust and loyalty, not just NPS scores or customer satisfaction.



7

Establish brand stewardship

Create a framework for maintaining brand consistency through proper change management, communication plans, and regular measurement against brand values. This ensures accountability for delivering the brand promise and provides a mechanism to continually reinforce brand values throughout the organisation.



Thanks to our expert contributors



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