



## **Brand Operations Services**

Your brand is a critical asset. It is who you are. What you stand for. How your customers perceive you.

But, running a business and maintaining brand health today is complex. Continuously increasing customer expectations; lower barriers to entry for competitors; more stakeholders, partnerships, and channels; expanded operations and globalization; and data overload present specific challenges

for organizations. And in today's transparent world, a single customer experience can destroy a brand's reputation. It's more critical than ever to establish a system of checks and balances that can build resilience and enhance brand delivery, customer experience, and financial performance.

# Protecting and enhancing brand health across the enterprise

Deloitte's Brand Operations Services can help companies monitor, maintain, and enhance the health of their brands—from the front lines to the corporate office. We combine field-based services, market research, and analytics-driven technology to help companies systematically drive brand performance and improve the customer experience.

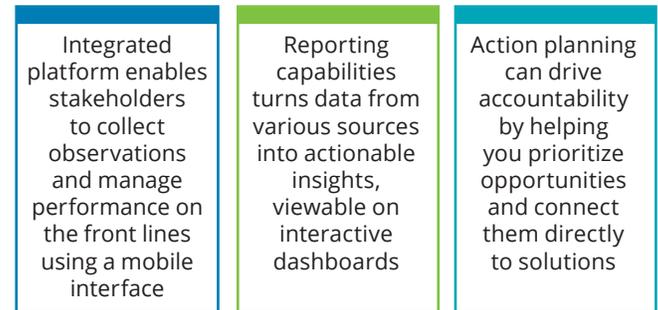
## We are your brand “go” team

Our teams of industry-experienced specialists can provide the brand assistance you need at all of your locations. We offer:



## We come equipped with performance management technology to enable your frontline teams to fulfill the promise of your brand

Our TrueView performance management platform helps clients improve brand health by merging internal operating and customer sentiment data to paint a detailed view of how customers experience your brand.



## What we do



### Enterprise site inspections

Deploy industry-experienced specialists serving as an extension of your team to help you monitor and improve quality and brand performance



### Research and analytics

Uncover insights from the customers' perspective to capture the customer experience current state and help you identify ways to influence future behavior



### On-site coaching and training

Provide real-time performance coaching on the front lines and facilitate site-level training and implementation initiatives



### Customer experience (Cx) evaluations

Leverage large-scale crowdsourcing and mystery shopping platforms to gather frontline data on physical and digital experiences



### Brand standards and program design

Create a brand playbook to guide consistent operational execution and help you shape those into repeatable and actionable brand health measurement programs

# How we do it

The combination of performance data from on-site and remote sources provides a more detailed picture of your brand, enabling you to identify drivers of performance and pinpoint areas of opportunity.



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## Assess your current state

- Assess operational execution against brand standards through diagnostic site visits
- Provide insight into customer perception of your brand through market research
- Identify possible gaps between brand design and customer perception to inform program design

## Design a customized program

- Build a cohesive program designed to help you govern, assess, and monitor brand health across data sources
- Develop a brand standards playbook, measurement architecture, key performance indicators (KPIs), and reporting structure
- Configure an end-to-end platform that includes data collection, dashboards, and predictive analytics
- Incorporate self-assessments, action planning workflows, and communication strategies to foster engagement

## Execute your program

- Support field operations by deploying industry specialists on-site, serving as an extension of your team
- Assess location-level performance and provide coaching to help you identify challenges and opportunities in real-time
- Monitor multiple factors, including customer experience, brand identity, operations, and facility conditions
- Facilitate ongoing transparency between corporate and location-level stakeholders for better accountability

## Monitor and improve your program over time

- Provide ongoing insights and recommendations using predictive analytics and machine learning
- Assist as you prioritize opportunities for improvement, connecting brand resources directly to those areas of opportunity
- Improve visibility on the impacts of remediation efforts through ongoing performance tracking technology
- Help you to continuously modify program methodology to evolve with customer expectations and brand priorities

# Actionable insight for improved brand health

We can help craft a bespoke program and assist you in making sense of your disparate performance data using technology and analytics. This can yield real improvement and ROI, as we've heard from many of our clients.

Within 2 years of launching a comprehensive program that included anonymous service assessments and a brand-centric approach, a global hotel brand achieved **+10.4 intent to recommend\***

Within 1 year of launching a consultative program with location-specific training, a US quick service restaurant brand achieved **+69% Operator Satisfaction with Program Value\***

Within 1 year of re-designing a program to incorporate a tailored assessment approach and on-site coaching, a global multi-brand hotel company achieved **+18% brand compliance\***

Within 2 years of announcing a program that used complementary data sources to focus assessments on routes, a global airline company achieved **+51 JD Power Score, +10 American Customer Satisfaction Index\***

Within 1 year of re-designing a program to incorporate data from multiple sources, high-performing properties at an Americas multi-brand hotel company achieved **+23.6 RevPAR (USD) +17.7 market share\***

\* Based on the facts and circumstances, certain benefits and results may differ from those described herein.

## Let's talk

Start your journey toward improved brand health.

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