

The leader in brand protection and customer experience measurement

Preserving your brand and reputation. A roadmap for delivering your brand promise. The strength of LRA by Deloitte to get you there.

Your customers' expectations are changing every day, due in large part to shifts in consumer preferences and emerging technology capabilities and platforms. These changing expectations challenge your ability to differentiate your brand and gain long-term customer loyalty.

Every interaction with a customer is a "moment of truth" that either strengthens or weakens the customer's perspective of your brand. LRA by Deloitte's approach to Customer Experience Measurement helps you identify and measure these moments of truth in order to build sustained customer loyalty and positive reviews. Our programs can also uncover the back office components of your operation that create risk to your brand reputation, and help you manage that risk for long-term competitive advantage and overall brand health.

How do you know if your customers see the value of the experience you've designed throughout your operations?

How do you know your well-planned strategy is being executed as you designed it?

It's all about using measurement to drive continuous, sustained, and validated improvement.



LRA by Deloitte's portfolio of services

LRA by Deloitte's Brand Protection and Customer Experience Measurement services help align people, products, processes, and culture across all geographies and touch points to meet marketplace challenges and serve the customer.

Because the customer journey is often complex and the standards nuanced, we:

- Take a tailored, in-depth, and technology-enabled approach
- Provide clearly defined metrics and analytics to add value
- Measure the customer experience in a consistent, bias free manner across multiple locations and touch points
- Draw upon our deep industry experience to offer you unbiased recommendations and market-leading program design capabilities
- Offer knowledge and capabilities that can assist you in providing consistent and differentiated customer experiences, while also systematically mitigating brand reputation risk

Our portfolio of services includes:

Field examinations and inspections

Field examinations and inspections of your locations are designed to help you identify the elements— customer-facing as well as back office operations—that impact your brand. We collect, evaluate, analyze, and synthesize data to provide quantifiable insights to help you enhance your brand standards, improve operational excellence, and reduce the risk to your brand reputation. Our solutions can be tailored to provide a snapshot view of system-wide performance, measure the delivery of your brand promise, or deliver immediate feedback on the customer experience at each touch point—virtual or physical.

Our proprietary TrueView platform, as well as our early warning and risk sensing capabilities, allow us to identify and summarize issues by filtered attribute. The resulting field examination and inspection data provides a fully transparent view of performance across your portfolio, which can be used to provide diagnostic root-cause analysis, drive action, and manage performance and brand compliance.

Mystery shopping services

For less complex customer-facing evaluations, LRA by Deloitte's mystery shopping services can help you obtain consistent, objective, and actionable feedback on service delivery, sales team performance, product or service roll-out, and more. Our hands-on, service-driven teams leverage leading practices from our brand inspection experience to focus on your specific needs and questions, enhance quality and consistency, deliver targeted feedback, and drive performance improvement.

Standards development

Our standards development services integrate your brand standards and brand promise into a cohesive playbook, making it possible for you to speak in one voice across your portfolio. When your people have access to the foundational elements of your brand and receive guidance on how to apply them, they are more empowered to provide exceptional customer experiences and to support the shared vision.

Research

Gaining quantitative and qualitative insight from the customer's perspective often delivers a better understanding of the current state of your customer experience. It can also make it easier to see where specific actions might be needed to drive greater satisfaction, loyalty, advocacy, and spend. LRA by Deloitte's Emotional Connection Model, which has been demonstrated to be an effective predictor of customer behavior,¹ allows us to identify which of your customers are emotionally connected to your brand, as well as which experiences will drive connection.

Training

Our training programs are designed to enhance your team members' understanding—from company leaders to line-level employees—on your organization's emotional and operational requirements, as well as their individual roles in the brand experience. When linked to measurable outcomes, these initiatives create enhanced customer experiences and drive sustainable organizational change.

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¹ Source: LRA by Deloitte analysis, 2015.

Brand Protection and Customer Experience Measurement Dimensions

LRA by Deloitte provides a suite of services that bring an end-to-end view of your operations. We combine the data and insights gathered from across these dimensions with other brand inputs and research to provide a full picture of your brand performance and delivery. The following graphic illustrates several key dimensions that our team evaluates.

Service standards / Emotional connection

Exploration of service delivery and the emotional connection between staff and customers across the end-to-end customer experience.

Evaluations cover the entire customer journey:

- Advertising and messaging
- Sales, offers, and promotions
- Website, social media, and other electronic engagement
- Sales representative greeting
- Amenities
- Purchase/point of sale
- Post-interaction communications
- Post-visit social media postings
- Every customer-facing interaction or touch point

Regulatory

Review and assessment of privacy, safety, employment, and security operations relative to your industry sector's state, local, and federal regulations.

Vendor and partnership compliance

Evaluation of compliance, including brand standards and contractual obligations on the part of numerous vendors, suppliers, contractors, and co-marketing programs that support your US and global operations.

Supply chain, procurement, service, and product quality

Examination of supply chain practices to evaluate compliance with established corporate practices and overall product quality standards.

Operational standards

Assessment of execution on standard operating procedures and processes—the full range of front and back office/house operational standards around service, business process, revenue generation, and more.

Site and property standards

Review of physical locations or other assets with attention to cleanliness and conditions, maintenance, renovation requirements, and compliance with asset management standards.

Brand standards

Monitoring and assessment of on-property brand components—including branded service elements, and where appropriate, uniforms, signage, promotional materials, product or service presentation, design, and more—relative to your brand standards and the “pull through” of a specific, branded customer experience.

Customer experience

Highly-customized assessment of the customer experience standards. Developing and measuring standards to assess the desired mix.

Food and product safety

Review and assessment of food safety standards and hygiene, including compliance with ServSafe and Hazard Analysis & Critical Control Points standards for food service.

Loss-prevention security

Monitor electronic article surveillance compliance, loss-prevention standards on high-shrink/high-risk merchandise, camera use, and return without receipt transaction tests.

Product placement

Assessment of displays, promotions, signage, signature brands or private label brands, expired products, availability of sale (circular) items.

Deloitte: A market leader

Our leadership in design, deployment, and analytics can help you achieve competitive advantage in customer experience. The work we've done with many of the world's leading brands, as well as a growing number of companies in other industries, has deepened our insight and fine-tuned our services.

Our proprietary technology offers you a powerful quality management and reporting platform, enabling us to configure scoring, reporting, and dashboard views.

Access to global experience and capabilities

Our resources across the Deloitte Touche Tohmatsu Limited network of member firms can provide you with global reach and an ability to deliver field examinations and inspections and consultative services around the world. Combining this reach with our deep technical capabilities and industry knowledge, we offer an end-to-end set of solutions, tools, and insights to help you quantify, measure, and promote a consistent brand and customer experience.

Contact us

For more information on how LRA by Deloitte can help you improve the customer experience and protect your brand and reputation, contact:

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