

What is your brand experience like?

Use our helpful table below to review your customer experience and then make a plan to improve it.

Touchpoint	Think about:	What do you want to change:	By when?	Done
Finding you	<p>Have you tried searching for yourself? If you were your target audience where would you look? What would you be searching for? Think online and offline. Google yourself in an incognito window so your online history doesn't skew the results. What comes up first? If it's a LinkedIn profile or a site you're a member of then are you well represented on there? Does it point people towards your website or to contact you? Go and look!</p>			
Premises	<p>Are you easy to find with clear signage? Do you send visitors a map when they book a meeting? What do people see first when they enter? Are you happy that the atmosphere in your premises is a good representation of your organisation? Is it clean and tidy? Look around through the eyes of your customer. Is there an opportunity for examples of your work or positive customer quotes to go on the walls? Can you let your brand personality come through in a wall colour or seating choice? Think beyond traditional office furniture.</p>			
Telephone	<p>How does everyone answer the phone? Is it consistent and on brand? What out-of-office message do people hear? What does your hold message say (if you have one)? If people have to choose from options is it easy to use?</p>			
Email	<p>What does it say in your email footer? Is everyone's the same or have people created their own? Apart from contact details could you use it to tell people a bit more about your organisation? Should you update this message regularly?</p>			
Promotional items	<p>Do you have useful and appropriate branded items to help people remember you? Do you have a plan for getting them out of your cupboards and into the right people's hands?</p>			

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Website	<p>Do you say really clearly who you are and how you can help at the top of your homepage?</p> <p>Is the information arranged for the user and not just a reflection of your internal departments?</p> <p>Have you got analytics on your site so you can see where people are heading to? Make those pages as easy to find as possible.</p> <p>Does your site communicate your personality well?</p>	<p><i>Could you add team photos, tips, case studies in the voice of members of staff rather than a more corporate voice.</i></p>		
Social media	<p>Does your logo fit well in the profile picture space?</p> <p>Have you made the most of the header image to show people what you do?</p> <p>Do you post regularly?</p> <p>Is it interesting for your audience?</p> <p>Is your tone of voice authentically 'you'?</p>	<p><i>Don't just sell, make sure you're adding value to people's feed with information that shows them you know your stuff!</i></p> <p><i>Give whoever is responsible for your social media internally the confidence to be friendly/funny/sarcastic - as appropriate for you.</i></p>		
Stationery	<p>Do you have professional looking stationery, leaflets, presentation templates?</p> <p>Does everyone use them? If people are creating their own materials it could be that there's something key missing!</p>			
Brand guidelines	<p>Do you have them?</p> <p>Do they cover everything that your staff need to know?</p> <p>Does everyone know where they are?</p> <p>Does everyone use them when needed?</p>			
Face to face	<p>Do your staff wear appropriate clothing to represent your organisation or do they have the correct uniform?</p> <p>If they're meeting lots of people regularly would a name badge be useful?</p>			
Feedback	<p>If you do nothing else do this one!</p> <p>Are you asking your audiences what they think?</p> <p>Do you have a quick and easy way for people to tell you what you're doing well and how you can improve?</p>	<p><i>Think about setting up a free survey and ask up to 10 quick questions. Include 'How did you hear about us?' (so you can see if your marketing is working) and 'Would you recommend us to a friend?' (incentivise this to give them a reason to). Keep it anonymous if you want more responses.</i></p>		