

RESOURCES:

Brand consistency starts with measurement.

MemberShoppers measures over 144 factors that contribute to delivering your credit union brand promise. What's more—you can customize the measurement tool to include brand factors unique to your credit union.

As a **MemberShoppers** user, you'll get more than a measurement system. On-site coaching training, online seminars, and built-in coaching tools are all included with **MemberShoppers** to increase accountability and help your credit union create a legendary brand.

Visit us at www.membershoppers.com to schedule a live demo.

Wal-Mart never built its empire on customer service. Wal-Mart is wildly successful because they have *everything for cheap all in one place*. That's their real brand promise.)

Companies miss the mark when they craft slogans and call it branding. I get nervous when a marketer tells me they just completed a branding initiative and all they got was a new logo and tagline. A strong service brand starts with a consistent match between a brand promise that the customer values, and brand behaviors that the staff deliver. Starbucks is a good example. Their logo is unremarkable. They don't have a brand tagline. And they never advertise on television. They don't tell us what to expect. They show us what to expect—consistently.

Don't get me wrong. Many credit union logos need a facelift, and great advertising gets great name recognition. Brand taglines can help consumers understand the value they should expect when they use the credit union. Those elements are the beginning of a good brand plan. But the heart of the plan has to revolve around crafting strong brand service promises, training and coaching staff to deliver those promises, and measuring the delivery of the promises every step of the way!