



Brand Promise & Customer Experience in the Call Center



The Brand Promise...

- and **Brand Experience**
- Does **Brand Experience**...
 - Fulfill the **Brand Promise**?
 - Prove the **Brand Promise** to be a lie?
- Call centers are a focal point
- Part style
- Mostly **Customer Experience**



Customer Experience

Customer Experience

Do I have to wait in a long line,
short line
or no line?

Do they get me what I need
when I ask for it?

Do they know what they are doing?

Do they care about me?

Confirming Research

- 2007 Telephone Research
- 2008 Biometric Research

Customer Experience Model

