3 SIGNS YOUR BRAND HAS GONE ASTRAY
BRAND IS KEY TO SUCCESSFUL DIFFERENTIATION

In an environment where deposit acquisition is king, mergers and acquisitions are flourishing, and customer experience actually matters, the role of your bank’s brand has become much more important than ever before.

But many banks have brands that have been relegated to advertising platitudes that don’t contribute to the shareholder and customer value today’s banks need to create. So how do you know when a brand upgrade, refresh or complete makeover is due?

Here are 3 signs your brand has gone astray:

1. There is no energy for your brand at the leadership level.
   If your president doesn’t exhibit an emotional connection to the why we are who are, the rest of your team will see no reason to connect with your brand, and without an aspirational North Star to drive how you do business, you fall prey to rate-driven differentiators.

2. Your team believes customer service and customer experience are one and the same.
   Getting a transaction completed successfully for a customer is an expectation, not a differentiator. No value is created. No relationships are forged. Settling for “good enough” never is.

3. You don’t even know your net promoter score (NPS).
   Yes, it’s true. The NPS is seeing a big comeback and is helpful because you can compare yourself to other financial institutions and other industries. With score ranges from -100 to +100, your NPS will help you see how you rank with your peers in the all-important “likelihood to refer.” And, because so many banks use NPS, you can make comparisons with others in the financial industry. Your NPS will help you understand how many of your customers will not be swayed by the next shiny object, and a strong brand should reflect a positive NPS.

So now what? If your brand needs attention, there are diagnostic and corrective processes to help you develop a more compelling and relevant story. We’d be happy to help you.

LET’S TALK!