

instincts

instincts is a monthly publication on Branding for clients, associates and friends.

Our Mission: Support and challenge business leaders to maximize the potential within their Brand.



Rogers aims to blow away the competition

Rogers is the giant, having roughly twice the smart-phone customers as its two main rivals combined. But deregulation in Canada means Gulliver is under attack.

Rogers response to its old and new rivals? Push back *harder*.

Of the three main points of difference in the wireless industry – price, technology and customer service – no one company has put it *all* together and focused on delivering a remark-able customer experience.

Until Wind Mobile stepped into the picture.

Now Wind is *promising* a “better wireless experience”, including cheaper packages, better deals, and superior customer service.

Don't give anyone a reason to switch. *Ever.*

In an effort to knock the wind out of companies like Wind Mobile, Rogers is stepping up its game by *delivering* a remark-able customer experience. Here's how:

- Rogers new “Live Agent” program for small business customers promises *and* delivers an end to talking to machines and listening to prerecorded messages. *Free of charge.*
- Rogers is also conducting audits of current customer accounts and offering rebates and savings on existing services if a customer is found to be eligible. Letters addressed using actual customer names (no impersonal “dear customer” salutations), go on to explain the savings each individual customer will be receiving. *Including interest.*

By continuing to leverage the best technology, enhance their customer service, and provide better pricing, Rogers is actively demonstrating its commitment to and focus on the customer.

What would the Brand Coach coach?

Make your Brand the organizing principle for *everything* your business *ever* says and does – *every time*. What your Brand stands for is the reason your customers, strategic partners, and employees came to you in the first place. Never give them a reason to walk away.

Continue to reinforce your difference – *your position* – and ensure that you are ruthlessly delivering your Brand promises in everything you say and do, and in every interaction with every stakeholder. Continue to create the kind of remark-able experiences that keep people talking – and blow your competition away.

The moral of the cell phone story is that you can't rest on your promises – there's always someone trying to steal away your customers. And if you're not delivering on your promises, you're opening the door for your competition to step in and take better care of your customers.



Now available at Amazon.com
and Books for Business

“Brand: It Ain't the Logo* should be required reading for anyone who sits around the ‘big table’ and for anyone who seeks to influence their decisions.”

Ken Wong
Associate Professor, Business
and Marketing Strategy
Queen's School of Business

Instinct in the media

Ted speaks with Patricia Lovett-Reid on the Business News Network's *MoneyTalk* program about “how critical Brand is.”



Go to our In the Media page.