

# TACK Africa



## Rebranding your People



**The brand makes the promise** but it's your people that deliver it. But all too often, the promises made through costly branding, advertising and promotional campaigns go unfulfilled. The reason? A new storefront or better lighting doesn't increase your profits. A different name or logo doesn't pull in more business. Customers don't come back because of the furniture. Customer satisfaction, business growth and profitability come from your people.

When you carry out a hard physical rebranding, it's vital to follow it with a programme to rebrand your people. It's the softer side of change but it's the hardest part to achieve. You need to create a culture that gives your customers a seamless image of the business. You need to ensure that good first impressions are matched by lasting impressions of the ease and pleasure of transacting business. And to do this, you need to bring your management and staff up to speed to match the pace of development, ensuring their behaviour and attitude is part of your intended image.

### How things can go wrong

In every sector, customers complain of inattention, inconvenience and insufficient information. It seems there's a growing disconnect between 'mission, vision and values' and actual service delivery. Today's greatest management challenge is not visionary leadership but the ability to drive consistent performance at the front line.

- ◆ An international bank rebrands, expensively, and employs third party guards to handle their visitors. The customer experience is shaped by the guards, not by the bank.
- ◆ A major regional airline gets complaints at check-in and due to late luggage delivery, both processes handled by untrained and unbranded third parties.

- ◆ A major health care provider uses an in-house lawyer to communicate with its clients
  - ◆ An international mobile phone operator takes six weeks to respond to a customer complaint
  - ◆ An Internet Service Provider sends out sales staff with inadequate product knowledge.
- And people seem to think this is normal!

### How TACK can help

Our approach is sophisticated but flexible in order to accommodate differing client needs. The process may include:

- ◆ staff attitude and culture surveys
- ◆ customer surveys and a customer interface review
- ◆ a top team workshop to spearhead change
- ◆ agreement on evaluation and monitoring mechanisms
- ◆ change team training, coaching and guidance
- ◆ motivational and behavioural training for all staff in, for example, ethics, communication and change
- ◆ specific skills coaching as required.

### Some of our previous experience

- ◆ Kenya Airways ground staff service training
- ◆ Telkom Kenya pre-privatisation customer care programme
- ◆ Comprehensive culture change programme for CRDB Bank, Tanzania
- ◆ National Microfinance Bank, Tanzania Image Building programme
- ◆ Customer service improvement programme for UAP Insurance
- ◆ Commercial Bank of Africa service culture programme
- ◆ Service improvement programme for the A&E unit of Nairobi Hospital

### Additional TACK service bulletins

*Training Catalogue - Change Management - Strategy Formulation - Service Improvement Programmes - Workshop Facilitation - Performance Management*

**For more information, visit [www.tackafrica.com](http://www.tackafrica.com) or email [admin@tackafrica.com](mailto:admin@tackafrica.com)**

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