I. Advertising and Branding
II. Multilingual Branding
III. Branding for Hispanics
IV. Branding in Speech
V. Take aways
I. Advertising and Branding

• Traditional Roles
  – Bring Brands to life
  – Creative concepts and campaigns
  – TV, radio and print materials
  – Media placement and PR services

• New Roles
  – Web site design
  – Personalization
  – Multilingual, multicultural markets
Truth about Advertising

“First interactions create lasting impressions”

- TV and radio leading advertising media
- New venues: Internet
- Information overload – harder to get attention
- Loyalty – use multiple brands choosing on circumstances*

- **FACT:** 90% of customer service interactions over the phone

- Advertising establishes promise and expectation for unique customer experience, confirmed and reinforced with every customer touch

*Jones, John Philip, *What’s in a Name?*
II. Multilingual Branding

...is ‘breached’...

SLOGANS
(Soft drink) “Come alive”
“We will bring your ancestors back from the grave”
(Airline) “Fly in leather”
“Fly naked”
(Beer) “Turn it loose”
“Suffer from diarrhea”

PRODUCTS
(Automobile) Chevy Nova
“Chevy doesn’t go”
(Baby food) US package with baby on label
(Africa) - label shows what's inside - can't read English
...sorry, ‘broken’

Install Self-Interchange Diverse Electric-Car

"Let Tear Away in You Fancy DriveWayThe Fond DriveWayYou Doing Youself"
Even when done right…

- Driving to work…
- Brand attributes
- Expectations
...and Brand Promise is followed up...

Physical

Web
…it is not Consistent
Role of Customer Experience

- Marketing, CS, and HR working as one
- Brand differentiation and long-term customer loyalty (service no longer differentiator)
- Every customer touch is test of service organization AND brand
- Complementary touch-points, no silver bullet
- Organization and management on the line every call

* Shaun Smith
Spectacular Experiences

• One that transcends ordinary and reaffirms brand promise
• Million dollar question: Was the experience the one you intended?
• Customers: brand-agnostic, easy switchers
• Doing what you've always done (or everybody else does) will not differentiate your brand
Spectacular Experiences (2)

- **Consistent**: anticipate and satisfy customer needs and “on brand”
- **Intentional**: clearly defined within brand framework so it can be executed
- **Differentiated**: customers can discriminate (loyalty), community.
- **Valuable**: validation of former. For both company and customers (advocates)
Branded Customer Experience

Random Experience
- Inconsistent
- Unintentional

Predictable Experience
- Consistent
- Intentional
- Not differentiated
- Not valuable

Branded Experience
- Consistent
- Intentional
- Differentiated
- Valuable

Customer Sat Loyalty
Branding and Technology

- Understand what customers value, automate lowest
- Segment customers on profitability (touch points) - Love most profitable ones with high touch service
- Consistency throughout organization with brand promise
- Align Call Center and Corporate strategy
- Contact Center biggest impact on customer perception of experience, yet not primary focus (features)
- Cost Center -> **Revenue Center**
- Customization: Technology helps people. Engagement with brand, learn about diversity and culture differences
Innovation: Emotional Branding

• Consumers buy what they desire, not what they need. Make their life better
• “Consumer democracy”
• Connect with people’s values
• Integration of business model and forms through design
• Corporate Identity -> Emotional Identity
• Emotional Footprints: Status, Harmony, Citizenship, Freedom, Trust
Emotional Branding

- Social Impact
- Transform Culture
- Cultural Relevance
- Mobile
- Belong to people
- Connection Dialogue
- POC with people
- Stimulate senses
$653B
III. Branding for Hispanics

• What are you currently doing to reach them?

• How are you presenting your products/services to them?

• How would you solve this challenge?

“Take your English [--], do it in Spanish, and pop! goes the weasel! You've got a Hispanic [--], right?”
Spanish in Retail

- U.S. retailers spending more to target Hispanics
- Research to identify and develop Hispanic-designated stores
- Changes: bilingual signage, gift cards and credit applications, stocking more colors and sizes
- Easier thanks to cheaper software and detailed Census data
- Examples: Ikea, Home Depot, JCPenney, Circuit City
Spanish in Telecom

- $140M spent in advertising in 2005
- Hispanics spend 975 min/mo
- Fast growing, international usage, family-oriented, younger = IDEAL
- Verizon – Sponsoring Shakira tour, Spanish billboards/signs
- Sprint – Promoting TV phones, Spanish song downloads, World Cup clips, 50% discount to 31 countries
- Sprint-Nextel: “Done” (efficiency) vs. “Ya” (instantly accessible); baseball (Florida/Caribbean) vs. soccer (California); Salsa rhythms (East Coast) vs. Cumbia (West Coast)
Current state of Spanish
Hispanic, right?

**TARGET**: Symbol but no name

2004
- Adapted English-language ads
- Symbol irrelevant to Hispanic market
- Spanish-speakers missed basic brand message of cheap chic from past years
- Spanish-speakers understanding: “Clothing store, or more expensive store, but distant, too American”

2005
- Introduce Target brand and affordable design promise
- New Spanish-language Web site
Latest trends
Latest trends
Latest trends
Latest trends

• Branded elements (music, earcons, etc.)
• Persona (character you hear) matches company brand
• Relevant options considering ad (reference to ‘operator’, name usage of service/product being promoted, etc.)
• Easier, consistent and more relevant
Consistent Audio Branding

- Allianz*
  - Video
  - Audio Logo
  - Telephone Music

* Source: http://www.metadesign.de
IV. Branding in Speech

• Pace of music affects service, spending, flow
• Corporate sound integral part of identity
• Derived from company’s identity and tailored to target groups
• Consistent, comprehensive sonic identity across applications
Benefits of Speech Branding

- Increase ROI via Customer retention and loyalty
- Leverage current infrastructure/Potential for growth
- Improved experience via preferred method of interaction
- Consistent image builds trusts and willingness to do business
- Greater identification with the brand
- Quicker brand conditioning and improved advertising and media efficiency
- Greater emotional appeal
Current state of other Languages – Speech

• “Oh, and it also needs to work in {…}”
• “Sure, we have an internal employee that had {…} in high school and can do translations”
• “Well, if they want to do business with us, they need to speak {…}”
• Why?
  – Normally an afterthought
  – Low call volumes often don’t seem to justify expense
  – But then… “why isn’t it working as well as English?”
What about persona and branding?

- No such thing as “no persona” or “neutral language”
- VUI should have persona in mind
- Translated English persona ‡ Foreign language persona
- Persona to reflect brand and identify with foreign-language population
- Some cultures have different perceptions and strong links to cultural differences
- Voice coaching: regional accents, pronunciations
- Voice: brand traits can be conveyed through itself, without words
5 Points to Get Results

1. Voice should convey essence of organization
2. It’s personality should match caller’s state of mind, social dialect
3. Use same talent being using in other channels
4. Extract chosen talent traits (branding, market research), create “ideal agent” to answer phone
5. Sounds as part of brand’s emotional identity
V. Take aways

1. Multilingual Branding – Translations **PLUS** Culturally-sensitive Customer Experience, single customer view and face to customers, that drives Technology
2. Consistent, Intentional, Differentiated and Valuable throughout all customer touch points
3. User-driven - Strive for Mind share and emotional engagement with people and their values.
4. Emotional Branding: Effective, Efficient, Ecstatic
5. Speech – Usability, VUI Design, Persona, Voice Coaching
6. Simplicity= Effectiveness

**Language + Culture + Branding = Customer Satisfaction + Loyalty + ROI**
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006 Empower
The Voice Solutions Showcase

Gracias  Merci  Danke  Grazie  Thank You