



# Describing TribeCX's brand

June 2019

for CX people, by CX people



# Brand pyramid

is an easy reference to understand what our brand means ...

- **Core essence** of our brand – the one word that everything hangs off
- **Vision** for what we will achieve
- **Mission** for how we'll realise our vision
- **Personality and tone of voice** – how we express ourselves and bring our brand to life
- **Intended experience** for everyone we connect with
- **Values** – that guides our behaviour

## Brand pyramid



<b>Our mission</b> To help organisations learn, share what they know and smash their CX goals	<b>Our vision</b> The only digital CX solution worth having		
<b>Our three year ambition</b>  To have helped over 100 companies transform their ROI from CX. And to have disrupted the CX management market by becoming customers’ first choice.			
<b>Customers value the experience with us when they feel ...</b> Proud of what they’ve successfully done, confident they can achieve their goals and energised to go on to set even bigger ones			
<b>We want customers to have an experience that is ...</b> personal, authoritative, energising, enlightening			
<b>We will deliver the desired customer experience through being ...</b>			
<b>Empowering</b> Our coaching and tried and tested methods teach customers to stand on their own two feet	<b>Inspiring</b> We share stories of success to emulate and potential pitfalls to avoid	<b>Equipping</b> Customers get what they need at every point to take them to their next milestone	<b>Connecting</b> Customers build their own tribe by networking with peers and experts
<b>We will deliver our intended customer experience by being ...</b> honest, pragmatic, generous, inclusive			
<b>As a result our business performance improves as customers ...</b> build a longer term relationship with us, pass on what they’ve learnt and recommend us to others			
<b>We will have succeeded when our customers say ...</b> ‘how did I ever do this without a playbook’, ‘our teams have the confidence and tools to deliver consistent experiences’, ‘we can now show our leadership the returns CX delivers to the business’, ‘it’s helped change the way we work’, ‘now our customers get a consistent experience at every touchpoint			

# Design principles

## Design principles – the experience is designed and delivered according to these principles

### 1. Empowering

We've designed this experience to give the customers the knowledge, authority, and self-belief to make the right decisions and take the right action – in the way that suits them best. And because their people have access to the right information as and when they need it, they can act with authority and confidence to rapidly achieve their goal.

#### **This is about:**

- having the right information and knowing where to get help
- knowing what they need to meet their objectives
- doing it their way and tailoring solutions to what they need
- having the right and latest information to measure how they're doing, and spot whether they need to change direction well in advance.

This is not a specific part of the proposition. It applies equally to all parts of the experience, whether we're:

- negotiating contracts
- problem solving
- technical challenges

### 2. Inspiring

To give the customer (and everyone in the organisation) the impetus and ability to act in pursuit of their CX goals. People see what's possible, both by themselves and by others, and are motivated to produce something of value in their world.

#### **This is about:**

- -understanding what's possible
- knowing they have what they need to take on the challenge and rise to it
- seeing what others have achieved and sharing what they know to inspire them.

This experience is about giving curated knowledge in a simple, clear and relevant way and being able to see, share and learn with others, and then using that to deliver my goals.

### 3. Equipping

We've designed this experience so that customers are kitted out with everything they need to make decisions and do the right thing. Everything they need is easy to access, and people are prepared for the task ahead (this applies to knowledge, tools, templates and support etc).

#### **This is about:**

- setting out with the plan and tools to face anything that might come up (and knowing what to do if things don't go to plan)
- thinking about what's needed, anticipating, and preparing
- being ready for all eventualities in the journey.

#### **In practical terms, this is about the:**

- playbook navigation
- knowledge, support and help we provide
- progress reports that show what to do differently or press on with.

It applies at all stages of the customer journey, from inspire to purchase. It's about equipping the customer to work with us, our technology, and overcome all the challenges they'll come across.

### 4. Connecting

Customers can join and connect with ideas, concepts, information and other people. It also helps employees connect with each other, the organisation and other people outside it. They have the ability to put things together – to join the dots – and by doing so, see opportunities and challenges in new ways. This helps them to create valuable links: to work with, collaborate and share with others by starting meaningful and secure conversations.

#### **This is about**

- making it easy to select, contact, share, collaborate with and learn from Tribe as well as people inside and outside their organisation
- connecting the dots – seeing things in different ways
- bringing people together to make things happen
- finding others who think the same way, have something of value or can work together – this emotional link is probably the most powerful way to get a sense of belonging and loyalty to the organisation and/or colleagues and/or to wider groups.