



11: Customer Service Branding Strategy

Difference and credibility in competitive markets.

27 MARCH 2025





Building brand image through memorable experiences.

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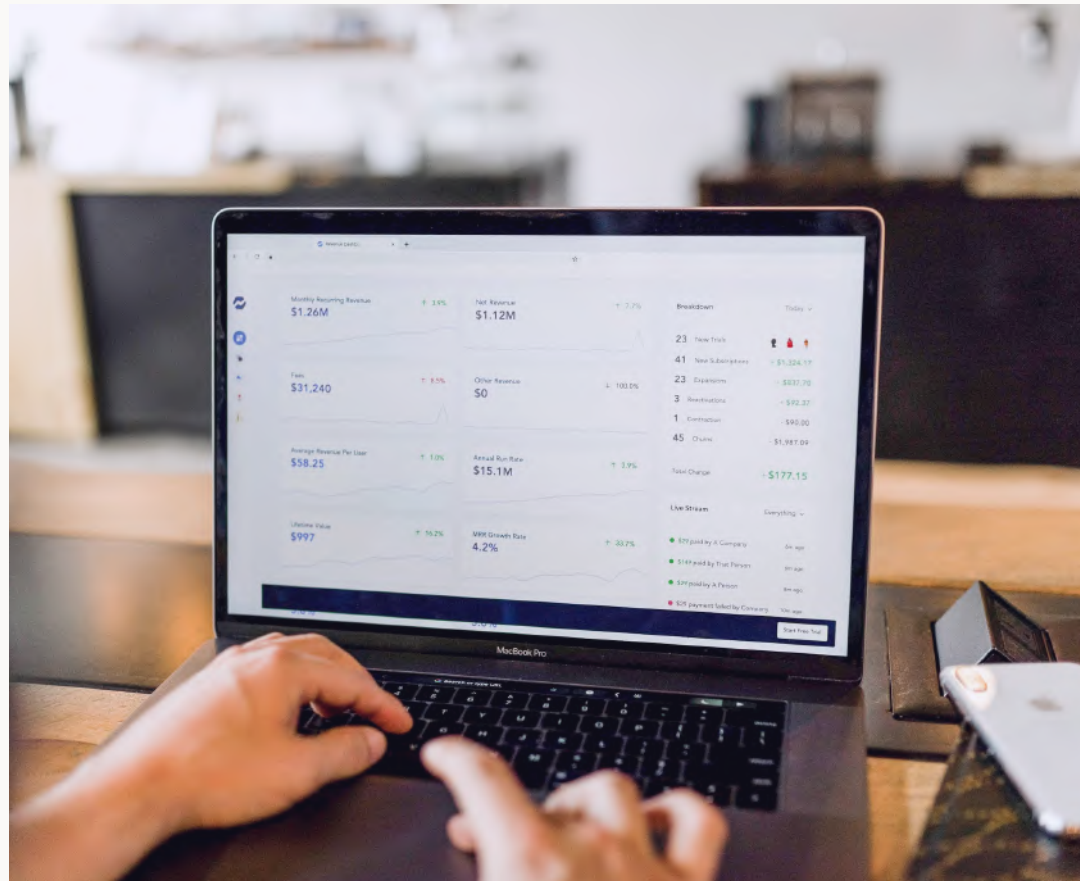
Meaning of Strategy

Using customer service experiences to build brand.

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Customer Service Impact



Strategy

Create brand differentiation



Meaning

Utilize customer experience



Tool

Build brand image

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Brand Identity Enhancement



Service Image

Use service for brand differentiation.



Brand Experience

Create memorable brand experiences.

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Competitive Market Competition



Strategy

Create brand differentiation and loyalty.



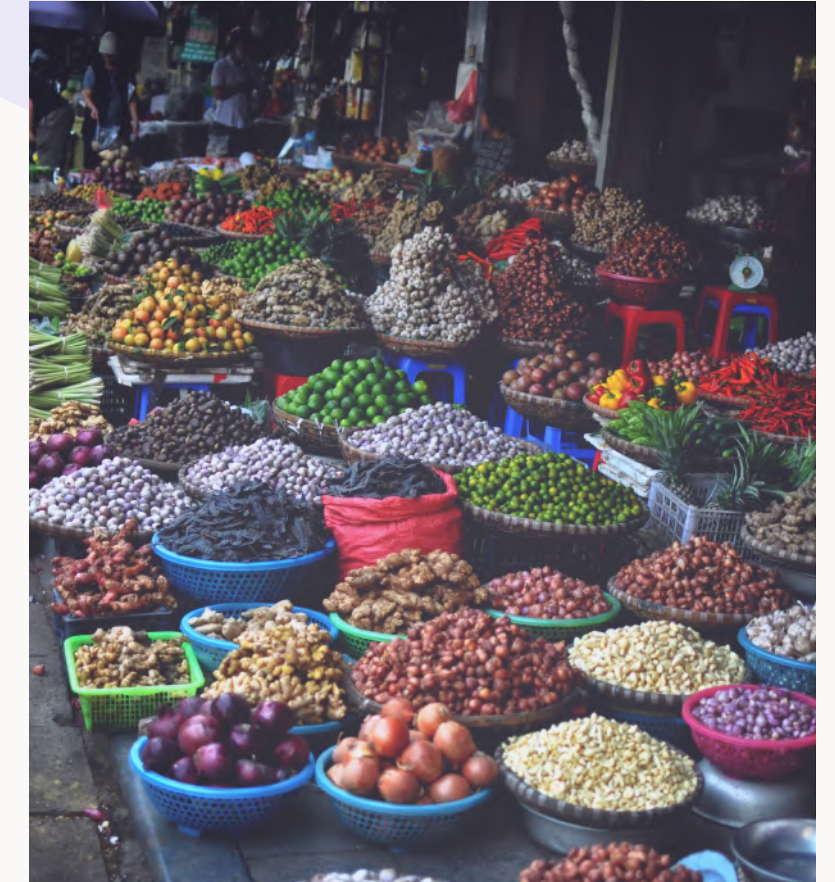
Meaning

Utilize customer service experiences.



Impact

Memorable brand image reinforcement.



Tool

Enhance customer service experiences.

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Shaping brand perception through customer service excellence.

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PRESENTER NAME

Customer Engagement



Strategy

Create brand differentiation



Meaning

Utilize customer service experiences



Tool

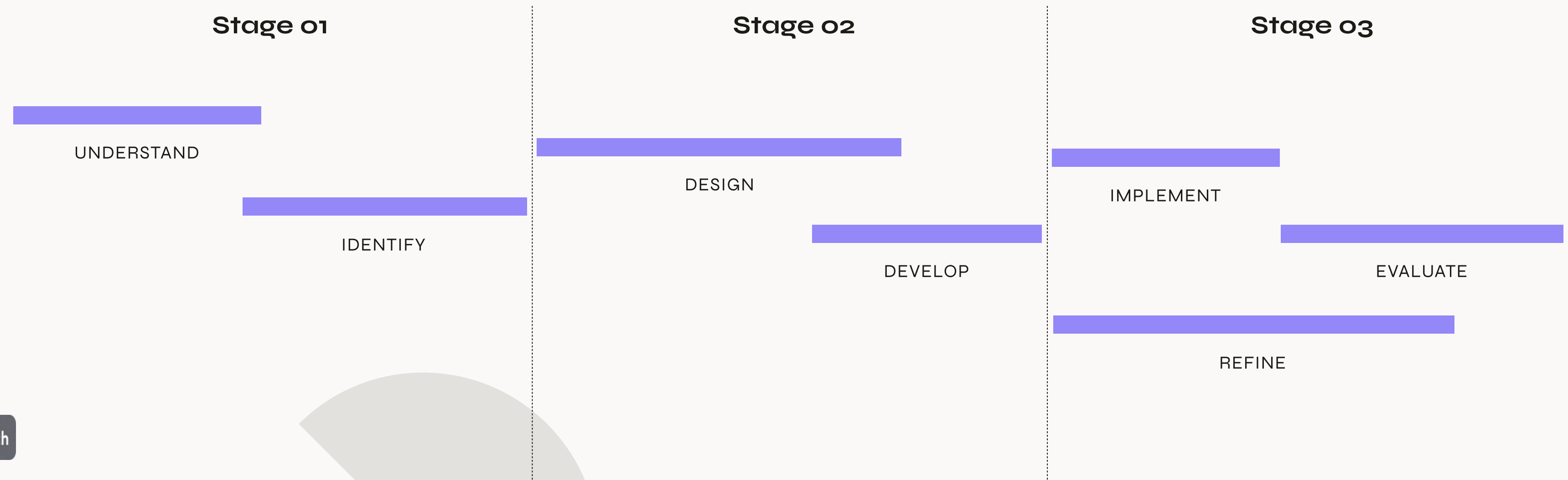
Enhance brand image

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Service Experience Strategy

Strategic

Approach to service experience for branding.



Building Brand Image



Powerful Strategy

Exceptional service differentiates brands.



Customer Experience

Customer service enhances brand perception.

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