

GALLUP CONSULTING®

Think Globally...

...Act Locally

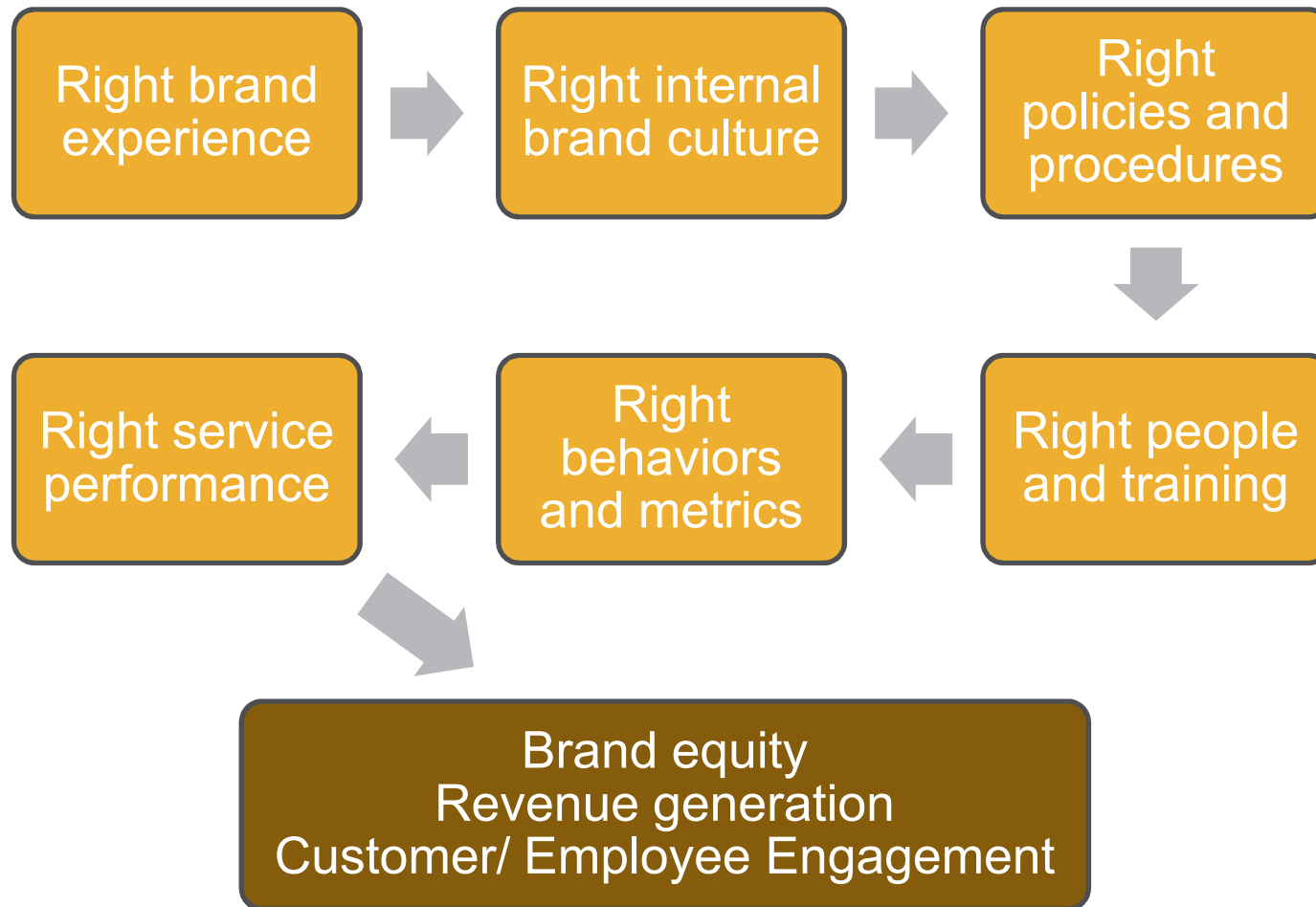


Align Human Capital to Activate the Brand Promise



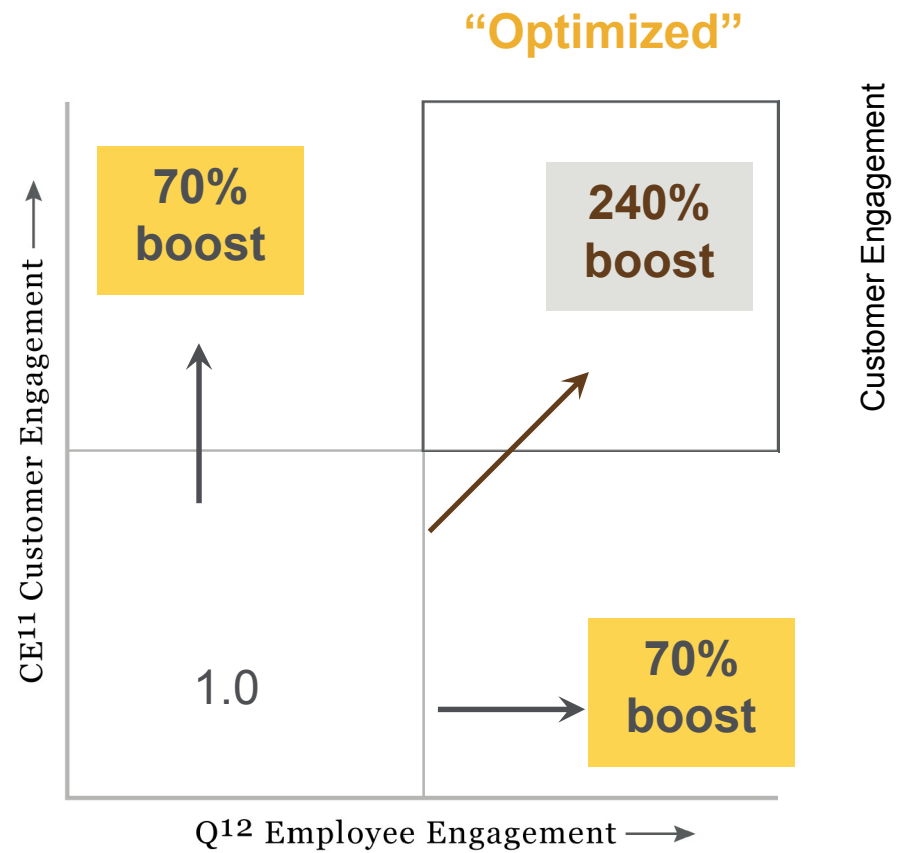
Avoid misalignment between the brand promise and the delivery

Integrate Organizational Culture and Systems to the Brand Strategy



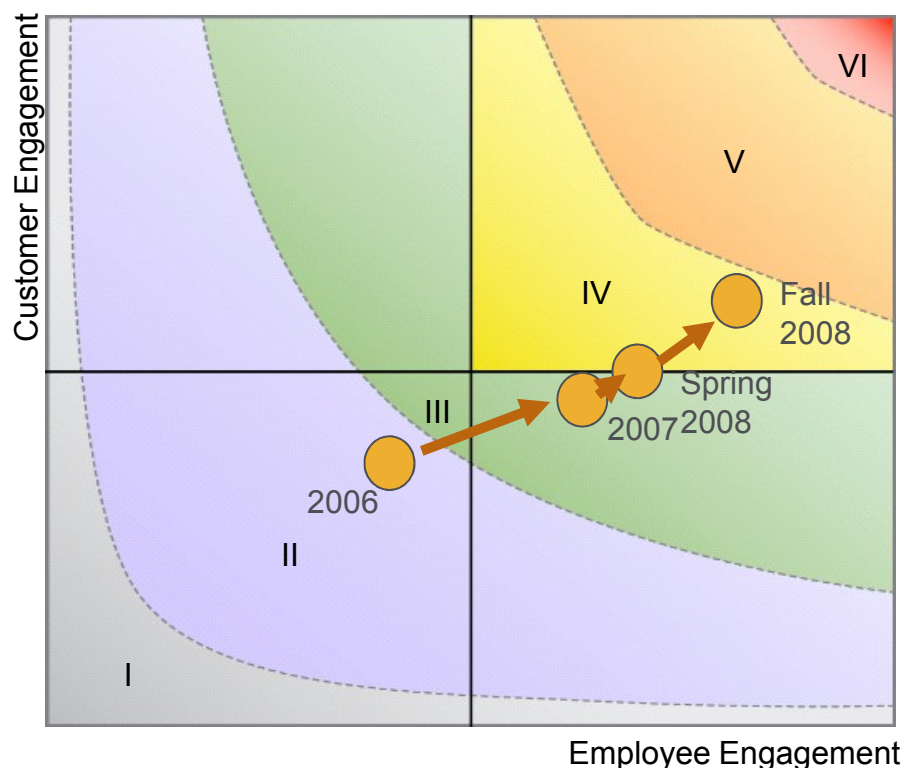
Organizations Must Create A Consistent Experience for Customers

- Employee and customer experiences must be managed together
- The employee-customer encounter must be measured and managed at the local level.
- Sustainable improvement in the employee-customer encounter requires disciplined local action coupled with a company-wide commitment



Great Brand Driven Customer Experiences Don't Just Happen, They Are Caused...

A Bank's revitalized brand had significant financial impact

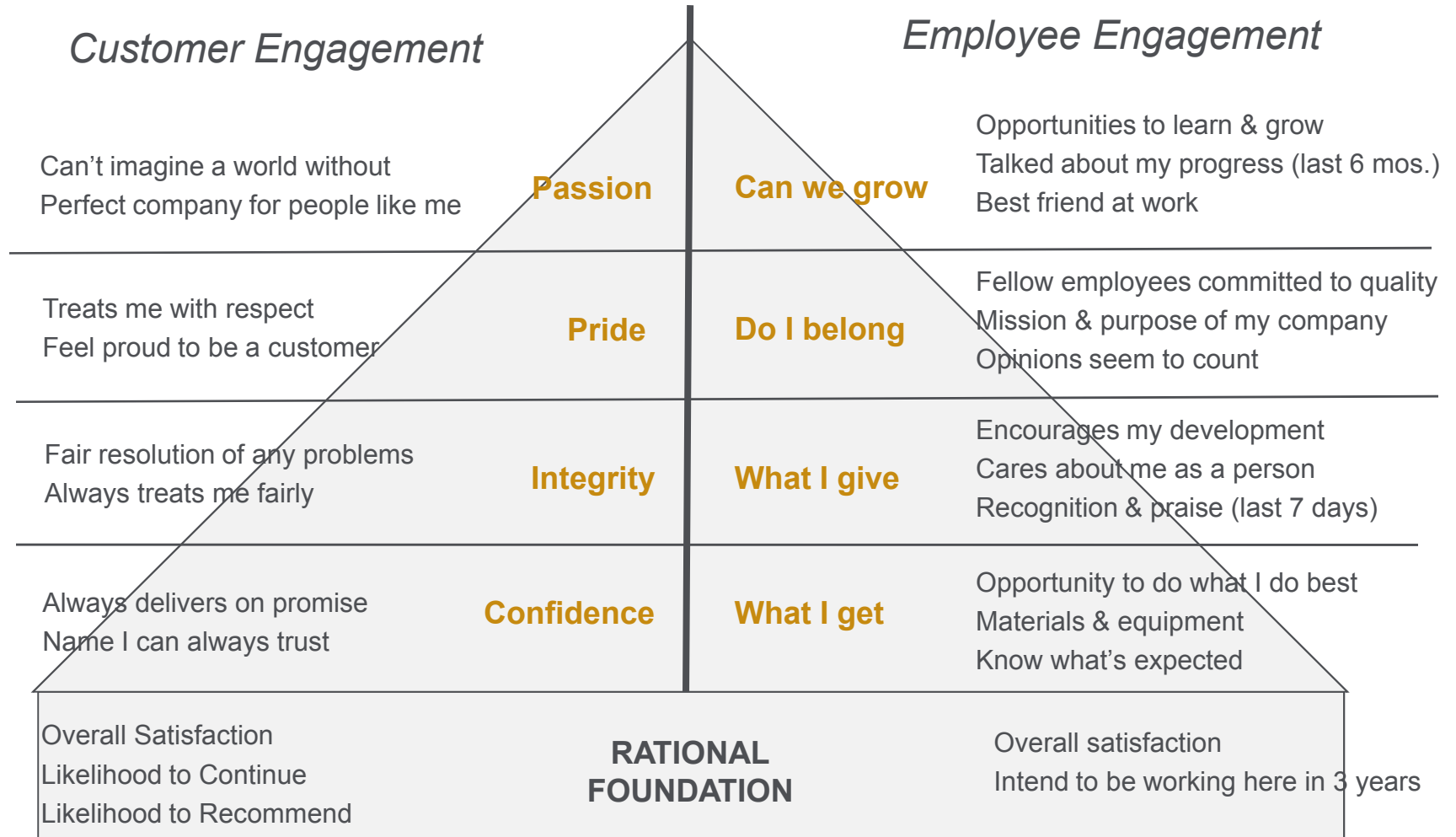


- HumanSigma became the strategy to execute Bank's brand promise across the entire organization by each leader and each employee.
- The strategy focused on three brand features:
- As Branches graduated through Human Sigma levels, they realized increases in **Sales, Deposits and Overall Profitability**

Increases in HumanSigma scores have contributed nearly **\$1 billion in additional deposits for the Bank.**

APPENDIX

Customer & Employee Engagement Hierarchies



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