![ebenberger kommunikation | Werte Medien Menschen]

Uniqueness:
The Key for a strong positioning.

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How do you make a decision when ...

... You buy a new car?

... You book a hotel in a foreign country?

... You buy a new mobile device?

... You choose a new telecom provider?

... You buy a new suit?

... You are looking for a new banking partner?

Why companies do not succeed?

1. Broad range of products and services
2. Missing a clear focus and profile
3. Absence of strong and relevant values
4. Image-culture-gap
5. Wrong perception of the company
6. Positioning over price instead of values

The real problem.

„Customers must recognize that you stand for something.“
(Howard Shultz, Starbucks)

But:

64% of German employees do not know the values
of their company.

(Forsa, 2007)

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The BMW Brand.

„Since its inception, the BMW brand has **stood for one thing**: sheer driving pleasure. Sporting and dynamic performance combine with peerless design and exclusive quality, resulting in the unique appeal of BMW automobiles.“

Guess, what the people at BMW will **never** do?

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The 6 preconditions for successful Identity Management.

1. Presence: Focus on the touch-points

2. Acceptance: Employees, Markets, Stakeholders etc.

3. Substance: Unique qualities

4. Consistency: Focus on the essential with „one voice"

5. Competence: Evident capability

6. Consequence: Follow the strategy

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Ritz Carlton.

1. First-class-service
2. High requirements for employees
3. 230 hours training p.a.
   (4x more than competitors)
4. Intensive study
   of the company's values
5. Measuring and improve
   customer's satisfaction and
   employee's loyality

Lexus.

1. Top-class in 3 years (US-Market)
2. Best in class dealer-network
3. Permanent trainings
4. Extraordinary customer satisfaction
5. Measuring and improve
   customer orientated behavior

Jura.

1. Clear focus on core values
2. Defining the World of Coffee
3. Technology, Service and Design
4. 7.000 salespoints
5. High-end market

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Zahnärzte Zentrum Zürich.

1. Creating a new competence centre
2. State of the art equipment
3. Unique location and architecture
4. Open 365 days p.a.

   Monday-Friday: 7.00 - 21.00

   Saturday: 8.00 - 20.00

   Sunday: 10.00 - 19.00
5. Up to 300 clients per day

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The key-drivers.

1. Strong values and a clear strategy
2. Follow the core values
3. Develop and implement tools
4. Define and implement a rigorous selection process
5. Create a customer-orientated culture
6. Permanent training
7. Measure and reward

How to define the core-values?

objective functional	emotional	aesthetical cultural	normative

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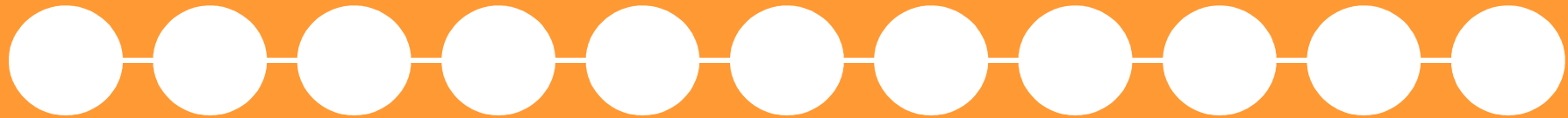Ebenberger Kommunikation
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How the core-values come alive?

1. Inside the company

Management
Employees

2. Markets/Stakeholders

Design
Communication

How to manage the touch-points?

1. Principles and guidelines
2. Processes
3. Behavior

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Values create uniqueness.

1. One idea
2. One company/one brand
3. One set of benefits
4. One set of perceptions
5. One set of experiences

There is only **one** company in the market providing the best solution, because ...

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