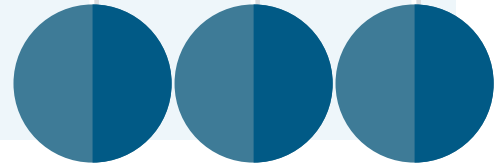


# HABITS & TRAITS OF EMPATHETIC BRANDS

Here are eight strategies to help you engage, connect with, and delight your customers on a regular basis, all while serving something more significant than your bottom line.



**1**

## **Align on mission**

Your mission should not simply be a trite platitude. It needs to be crafted in such a way that it informs every action that employees take on a daily basis. It's equally important to make sure your mission aligns with your customer's values. To build a truly empathetic brand, you must respect how your customers see the world.

**2**

## **Speak your customer's language**

Choosing the right words is the start of the empathetic brand conversation. Think about the most important and resonant words for your audience. Which words will make them feel alienated or condescended to? Which will make them feel valued, heard, and understood? What is the voice inside their heads saying?

**3**

## **Hire people who are passionate about customers**

While it's true that every employee should embrace and reflect empathy, the brand lives in the actions of the people who represent the company and help end-consumers get what they need. Your people are your most important brand assets, and that means hiring the right brand ambassadors, people who can take the right actions and deliver the promised, expected experience.

**4**

## **Implement the right customer service policies**

Today's technology and emphasis on transparency mean front-line employees are now closer to the customer than ever before. It also means these same employees should have the authority to address problems on the spot, based on each unique circumstance.

## HABITS & TRAITS OF EMPATHETIC BRANDS

5

### Accept feedback as a gift

Don't fear feedback of any kind. Use customer feedback, even the most negative stuff, as a catalyst for change.

6

### Offer a personal touch

Whether your company makes \$100,000 or \$1 billion, there are countless opportunities to offer your customers a personal touch and make them feel understood and valued.

7

### Do good

Customer loyalty swells when an organization shows empathy for the larger community and world. Such purpose-driven action (when done genuinely) is key to attracting today's buyers, especially millennials, and to creating brand affinity.

8

### Ask . . . and echo back

Simply listening to and hearing your customers' struggles, fears, insecurities, and challenges and then echoing those back in their language will result in deeper brand loyalty, higher sales conversion, and more referrals.

