

Brand Promise Section

Question #1

What does the brand stand for?

(Please answer in your own words, max 500 characters)

Question #2

To what extent does your brand promise (your Overpromise) grab the attention of potential customers?

We don't have one/It doesn't Exceptionally well

Question #3

To what extent does your brand promise (your Overpromise) differentiate you from competitors?

We don't have one/It doesn't Exceptionally well

Question #4

When buying this category of product or service, how important to customers is your primary competitive differentiator?

Not important Very important

System TouchPoints

Question #5

When potential customers are searching for this type of product or service, how easy is it for them to get all the information they would need on your product or service to make a purchase decision? Does it require checking multiple sources, taking multiple steps or having multiple meetings? Do you also provide competitive information?

Very easy and comprehensive Difficult and incomplete

Question #6

How easy is it for customers to actually buy your product?

Difficult, slow, distant, complex Easy, fast, close, simple

Product TouchPoints

Question #7

Does the name of the product or service invoke curiosity?

**Question #8**

Does the name of the product or service clearly tell users what it is or does?

**Question #9**

Is the name of the product or service consistent with your Overpromise?

**Question #10**

How affordable is the product or service for its intended target market? How easy is financing the product, if applicable?

**Question #11**

How well does the packaging add value before the purchase? (i.e. by protecting the product, creating visual appeal that grabs attention, increasing perceived value, or providing information that aids decision making)

**Question #12**

How easy is it to get the product out of the package and into immediate use? How simple are the instructions? How easy is it to get immediate value from the product or service?

**Question #13**

Is the product or service design visually arresting, interesting, and emotionally appealing?

**Question #14**

Does the design invite customers to touch, use, engage, and explore the product?

**Question #15**

How functional is the design? Does the design make use easy, enjoyable and practical? How well does it fulfill its

intended purpose?



Question #16

Does repeated use strengthen or weaken its perceived value to the customer?



Question #17

Does the product or service create an emotional connection with the user?



Question #18

Does use of the product or service drive high levels of word of mouth advertising or referrals?



Question #19

How complete and easy to access is after sales support?



Question #20

How strong is your service guarantee or warranty?



Question #21

How would you rate the product or service's ability to change the way customers feel about themselves?



Question #22

How would you rate the product or service's ability change the way others feel about them? (i.e. does it provide status or coolness, invoke envy, etc.)



Question #23

Is the product or service easy to dispose of at the end of its useful life without excessive hassle and environmental impact? Can it be upgraded, resold or reused by others? Is it completely consumed in the process of its use?



Human TouchPoints

Question #24

To what extent do your people enhance, extend or make your product or service more valuable to customers through their efforts?



Question #25

To what extent do they amplify and reinforce your Overpromise?



Question #26

How congruent are they with the brand personality in their attitude, style, dress, speech, actions and overall demeanor?



Overall Experience

Question #27

Have you built positive surprises into your overall experience that will delight customers?



Question #28

To what extent is the overall experience streamlined, easy, fast and hassle-free?



Question #29

How consistent is your brand experience across locations, customers and transactions?



Question #30

How congruent are all of the elements of your brand? To what extent does each of the elements amplify and reinforce the same values, look, feel, image, attitude and point of view?



Question #31

How well does the end-to-end experience fulfill and exceed your brand promise (your Overpromise)? To what extent do you Overdeliver on your Overpromise?

**Question #32**

How likely do you believe your customers are to recommend your products or services to friends or associates?

