

CUSTOMER VALUES GUIDELINES

Every brand offers an explicit or implicit set of values and promises. These are the things that you believe you owe your customers and what your customers expect from you.

In this section, write your brand values on the left column, and use each one to create a customer engagement action that upholds that value on the right. Unifying values with actions and experiences is exactly what it takes to grow your brand awareness.

EXAMPLE: TastyTee Co.

Positivity

We never use the word “no” with customers. If they have a support request, even if we can’t fulfill it, we will find a positive, creative solution.

VALUE

ACTION

VALUE

ACTION

VALUE

ACTION