



Successful Branding - A critical examination of Customer Experience Management for Persona International

Antje Walliser

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Diploma Thesis from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.5, European School of Business Reutlingen, language: English, abstract: The aim of this thesis is to critically examine and empirically test the branding approach Managing the Customer Experience by Smith and Wheeler. A comparison of branding theories, differing in their focus internal or external of the organisation during the brand development and implementation process, is carried out. Smith and Wheeler suggest an external orientation during the brand creation. The evaluation shows however that an additional focus internal of the organisation is indispensable: During brand development the management brand vision and the organisational culture should be considered, as Harris and De Chernatony suggest. Internal acceptance of the brand, avoidance of resistance, and use of internal knowledge can be achieved by this. Furthermore the company vision, mission and values have to be considered as Davis suggests. Misalignment between the brand and company strategy can cause negative consequences like a dilution of strategic focus. After empirically testing the Smith and Wheelers brand development process by means of Persona International, the previously identified shortcomings are practically explored. Implementing the brand, Smith and Wheeler suggest to aim at creating an unbeatable customer experience with the help of employees. This idea is shown to be promising..... ***
Die vorliegende Diplomarbeit hat das Ziel, sich kritisch mit der Theorie Managing the Customer Experience von Smith und Wheeler auseinander zu setzen und diese empirisch zu prüfen.

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