Brand Promise Delivery Course: Aligning Touchpoints, Service Standards and Loyalty Signals

26 – 30 October 2026
Amsterdam

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Programme Summary

Brand promise delivery is the subject of this one-week training course for brand directors, customer experience heads and marketing leaders at managerial level, ending in a brand promise delivery plan for one customer journey. Loyalty weakens when the experience customers receive differs from the promise made in advertising and service scripts. The programme moves from the brand promise and its evidence to touchpoint diagnosis, service standards and loyalty signals, then applies each to a live case. Mars Training Centre UK delivers this programme on brand promise delivery to mixed-organisation cohorts.

The Business Case

A brand promise is tested at every contact: a sales call, a delivery, a billing query, a repair visit. Marketing teams write the promise while service teams deliver it, and the two often work from different documents and measures. Leaders who tie each promise to a named touchpoint, a service standard and a signal of loyalty see earlier where the gap opens.

- Repeat Purchase: Improves as customers meet the experience that the brand described.
- Complaint Volume: Falls as service standards match the wording used in campaigns and contracts.
- Rework Cost: Reduces as promise changes are checked with service teams before launch.

Principles and Evidence Base

- ISO 20671 Brand Evaluation: Provides the principles for judging brand strength and performance, used in Sessions 1 and 5.
- Customer Journey Mapping Practice: Structures the touchpoint diagnosis carried out in Sessions 2 and 3.
- Service Standard Design Practice: Frames the measurable standards written in Session 4.

Intended Participants

- Brand owners who decide what the organisation promises and in which words.
- Customer experience leaders who own journeys and the service teams within them.
- Marketing managers who approve campaigns, offers and customer messages.
- Service and operations managers who must deliver what has been promised.

Typical settings include retail, hospitality, telecommunications, banking and logistics.

Learning Outcomes

1. Participants will be able to diagnose gaps between a stated brand promise and the experience customers report.
2. Participants will be able to construct a register that links each promise to a touchpoint and an owner.
3. Participants will be able to evaluate touchpoints for consistency of message, tone and service.
4. Participants will be able to design service standards that make a promise measurable.
5. Participants will be able to prioritise loyalty signals for a regular review.
6. Participants will be able to justify a delivery plan to an executive committee.

Programme Structure

Day 1: Brand Promise Delivery and Its Evidence

What does the brand promise, and what evidence shows it is kept?

- Brand Promise Statement
- ISO 20671 Brand Strength Lens
- Promise Register
- Customer Expectation Interviews
- Promise Ownership Matrix

Day 2: Mapping Touchpoints Against the Promise

Where does a customer meet the brand, and what do they find there?

- Touchpoint Inventory
- Journey Map with Promise Overlay
- Mystery Contact Audit
- Message Consistency Review
- Moment of Truth Ranking

Day 3: Diagnosing the Gap Between Promise and Experience

Which gaps cost the most loyalty, and what causes them?

- Complaint and Feedback Theme Analysis
- Frontline Briefing Gap Check
- Process Hand-Off Review
- Gap Cause Tree
- Brand Perception Survey Reading

Day 4: Service Standards and Loyalty Signals

How is a promise turned into a standard that can be measured?

- Service Standard Wording Method
- Standard Owner Charter
- Loyalty Signal Selection Grid
- Early Warning Indicator Set
- Review Rhythm Calendar

Day 5: Brand Promise Delivery Plan for One Journey

Do the earlier tools form one plan that an executive committee can adopt?

- Applying the Session 1 Promise Register
- Testing the Session 2 Journey Map
- Resolving the Session 3 Gap Cause Tree
- Checking the Session 4 Service Standards
- Completing the Delivery Plan and Decision Note

Methodology

The programme uses a data workshop built on a prepared file for one retail brand and one telecommunications provider, each with campaign wording, call transcripts, complaint records and survey extracts. Participants work in small groups, compare what was promised with what was delivered, and defend their findings to a panel of peers.

- Suggested activity: Overlaying campaign claims on a customer journey to mark each broken promise.
- Suggested activity: Rewriting a vague service pledge as a measurable standard with an owner.
- Suggested activity: Ranking loyalty signals by how early they warn of a decline.

Capstone Output

Each participant completes a brand promise delivery plan for one customer journey. It holds a promise register, a touchpoint map, a gap analysis, a set of service standards and a short list of loyalty signals with review dates. The plan is used at work to brief an executive committee, align marketing and service teams and set the first review.

Frequently Asked Questions

Is a brand promise delivery course suitable for leaders outside marketing?

Yes. Brand promise delivery is taught through a prepared case file and templates. It assumes experience in brand, marketing, service or operations work, but no research or analytics skills.

Which standard does brand promise delivery rest on?

Brand promise delivery rests on ISO 20671 for brand evaluation, together with established journey mapping and service standard design practice.

How is the plan from brand promise delivery used at work?

You use the brand promise delivery plan to brief your executive committee, agree service standards with operations teams and decide which loyalty signals to review.

How does brand promise delivery differ from a brand strategy course?

Brand promise delivery concentrates on whether customers experience what the brand has said, while a brand strategy course concentrates on positioning, naming and brand architecture.