

Customer Service

Brand & Reputation

Brand and reputation are vitally important to the success of an organisation. This module explores the way in which brands are perceived and the benefits of generating a positive public perception. We will examine the CORR model which links experiences, feelings and behaviours and finally look at the impact of staff attitudes on the reputation of an organisation.

In this Module

Videoscribe explainer video, with professional audio (duration: 02:16)

English Subtitles

6 Expanded learning content blocks in the module format

'Check my understanding'
5 Question knowledge check

Top Tips

1. Get to know your customers, what they want from the brand and what their interests are.
2. Connect with your customers.
3. Deliver on all promises you make.

