



Inixia Resource Materials: Service Management Brand Building Framework

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 **What is the Brand Building Framework?**


- It's a methodology that helps you ask the right questions to build your category or service.
- It is multi-disciplinary and strategic in focus, not just "advertising" or marketing.
- It can be used at the category, service line, individual service, or initiative level.



The Professional GBS™ Model

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 **ASSESSING THE LANDSCAPE**

The foundation for any effort is the deep understanding of the landscape:

Our users


Eliminating friction and getting their needs met through a positive experience with our services

Our clients

Customers who pay for our services and Corporate Functions that need our output

Our environment

The technical environment we operate in now and the future, external benchmarking & internal performance.



Service

Key Question: What are the highest priority focus areas to improve your service users' /clients' experience and value creation?

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