



# Customer Communications

Reinforce your brand and enhance customer loyalty with integrated communications

Authenticity and consistency raise brands above the average. We love to work with companies and organizations to ensure their customer communications materials become integrated, supporting and reinforcing the brand, mission, and vision.

## THIS SERVICE HELPS TO...

Ensure that your brand promise is conveyed through all you do

Use a visual approach to reach your audiences and communicate your brand

Provide communications materials that captivate and influence customers



## WHAT YOU GET

Your stakeholders will appreciate our collaborative design process and the opportunity to understand the creative process. You'll get:

- ✓ The opportunity to articulate the brand promise, vision & mission
- ✓ Clarity on the customer's experience with your brand and communications materials, within the context of the marketplace
- ✓ An authentic creative expression of your brand
- ✓ A strategic creative system to leverage when developing all future customer communications



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## HOW WE DO IT

- 1 We begin with workshops involving senior stakeholders to define or crystalize the brand, vision, mission, and objectives.
- 2 Together, we ensure that there's a clearly articulated platform for the brand's voice, tone, look and feel.
- 3 If required, we conduct customer research to understand current perceptions of the brand, and a competitive review of the context of your brand identity within the marketplace.

- 4 Several concepts are reviewed for how the strategy can be uniquely and creatively expressed, whether it's through a brochure, newsletter, direct mail, or other materials.
- 5 We see the project through to final production and rollout.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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