

Ways to build a more valuable brand.....



*Claire Scapinello
Head of Brand & Customer*



Shift in brand value in the last decade

In the last 10 years only 1 company has remained in the Top 10 Largest Global companies, Microsoft.

The shift from resource companies fueling our way of life to technology and consumer goods is a clear indicator of the importance the customer is having on brand value.

Chart of the Week

THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)



Tech



Other



Shift in brand value in the last decade

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Global rankings - Brand Health 2018



YouGov | yougov.com

July 2017 - June 2018

*A brand is what
a brand does.*



CX and brand need to become two parts of the same strategy

.....

Customer experience is the cumulative impact of all interactions and experiences between your business and the customer, at every touchpoint across the entire customer journey, and viewed entirely from your customer's perspective.

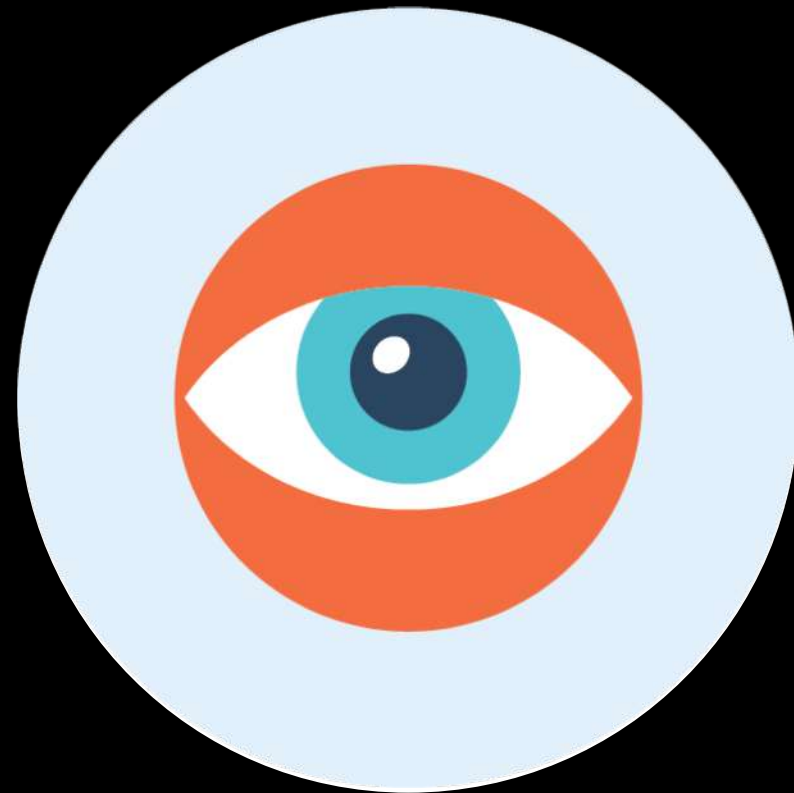
Consumer's need authentic brand experiences, authenticity is the result of the CX vision that takes it tone from the values that describe your brand and it's purpose.

CX has become the key growth driver and competitive differentiator.

57% OF MARKETING
DECISION MAKERS GLOBALLY
DON'T FOCUS ON ALIGNING
THEIR BRANDS WITH CX

→ FORRESTER 2017 GLOBAL
BUSINESS MARKETING
SURVEY

Purpose



**HAS A COMPELLING
VISION FOR THE
FUTURE**

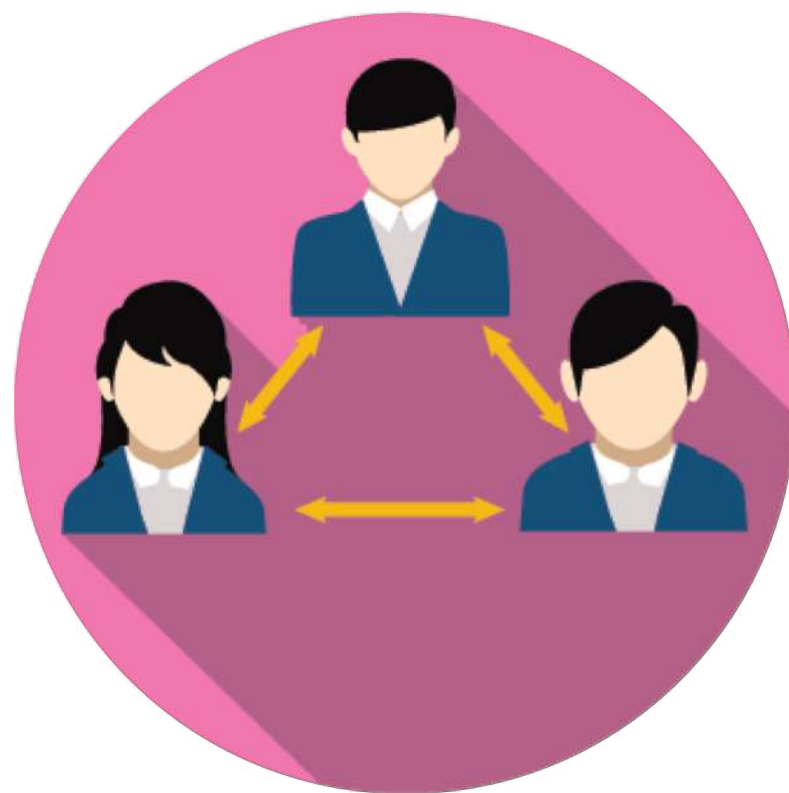


**REDEFINES THE
CATEGORY**



**DELIVERS
SUSTAINABLE
BUSINESS VALUE**

Customer Experience



**BUILDS STRONG
EMOTIONAL
CONNECTION**



**CREATES ENGAGING
EXPERIENCES AT EVERY
TOUCH POINT**

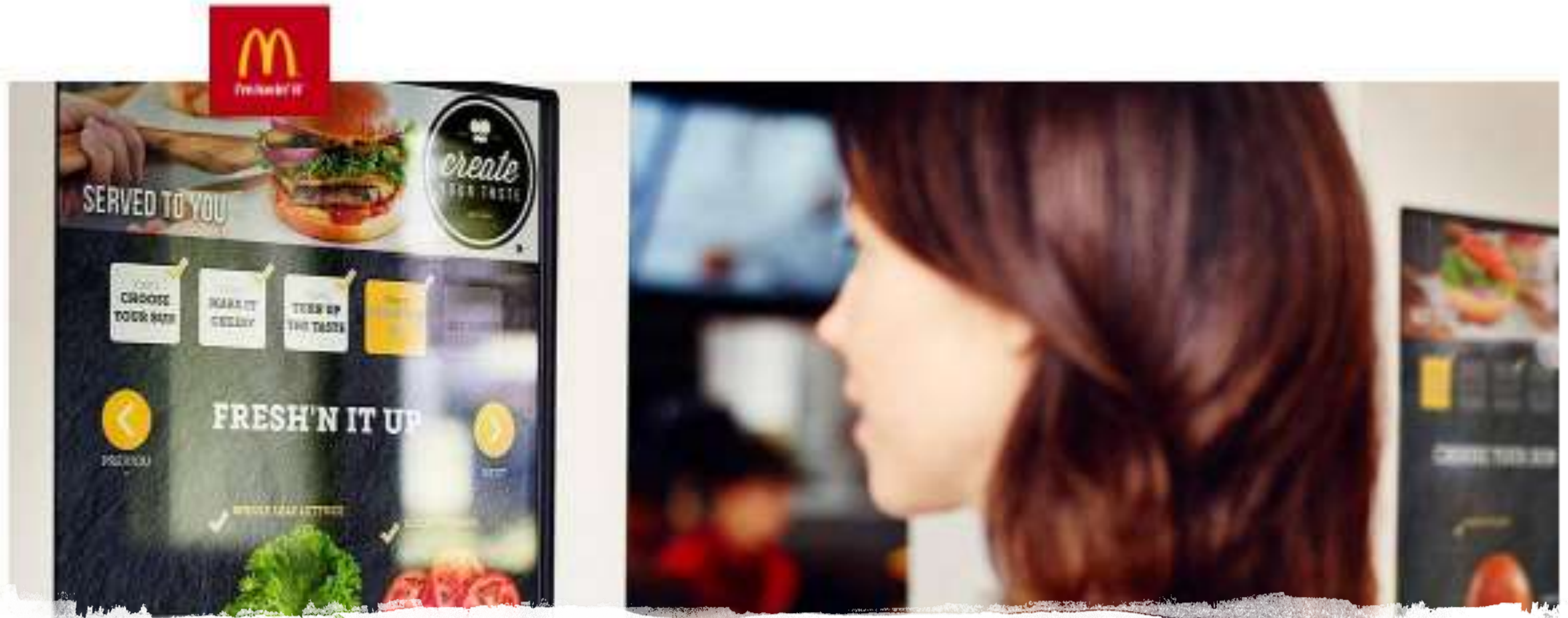


**MAKES PEOPLE'S LIVES
BETTER**

***Raise your hand if you have
had a good customer
experience lately?***

***Keep your hand raised if it
was with a computer?***

Digital technology transforming the brand and customer experience



How useful is your brand and digital tools to consumers?

Vodafone AU VoLTE 6:34 pm 32%

Booking.com

Search
Hotels, motels, apartments, and more...

Hotel President

Check-in
Sun, February 24

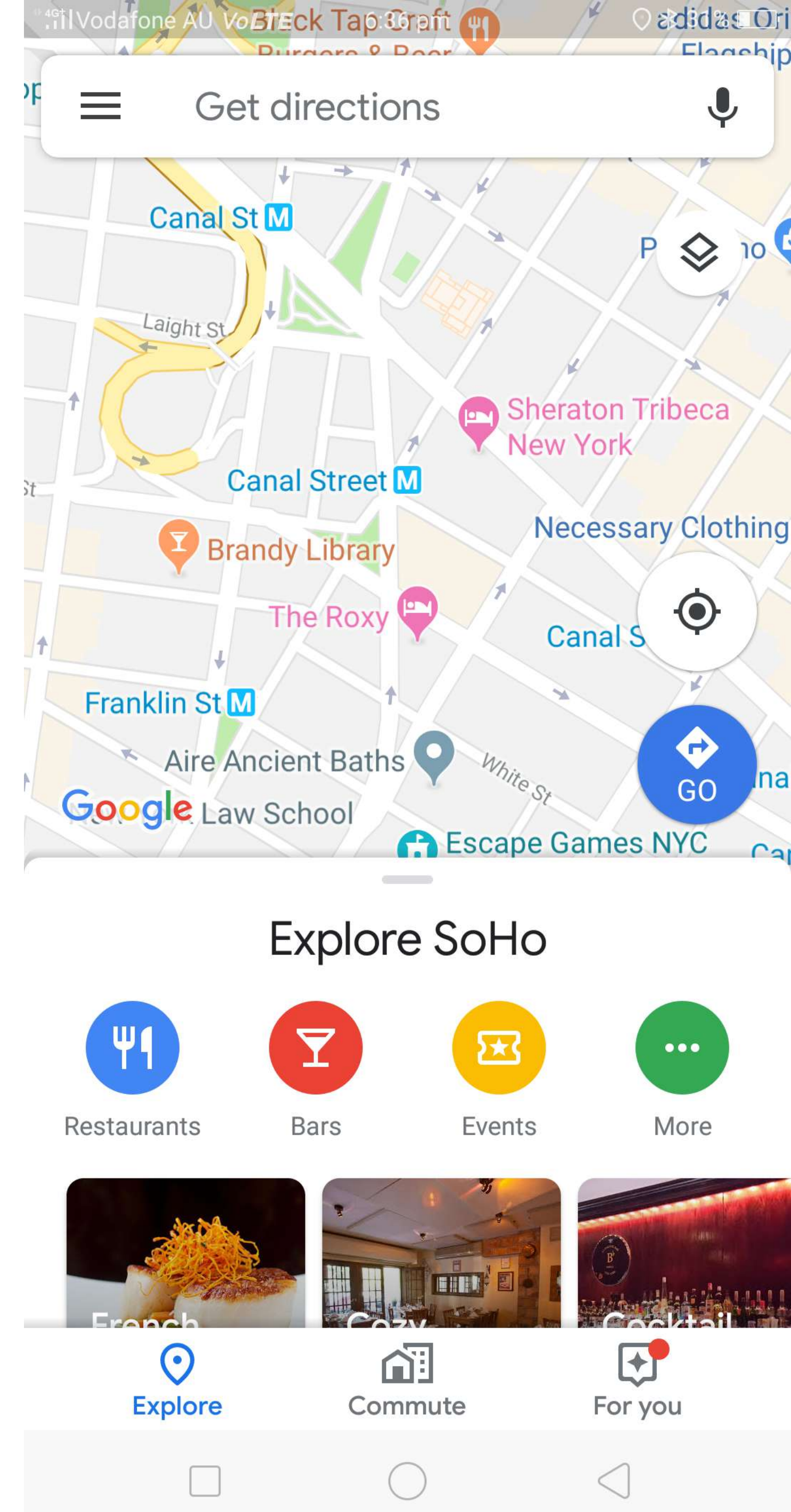
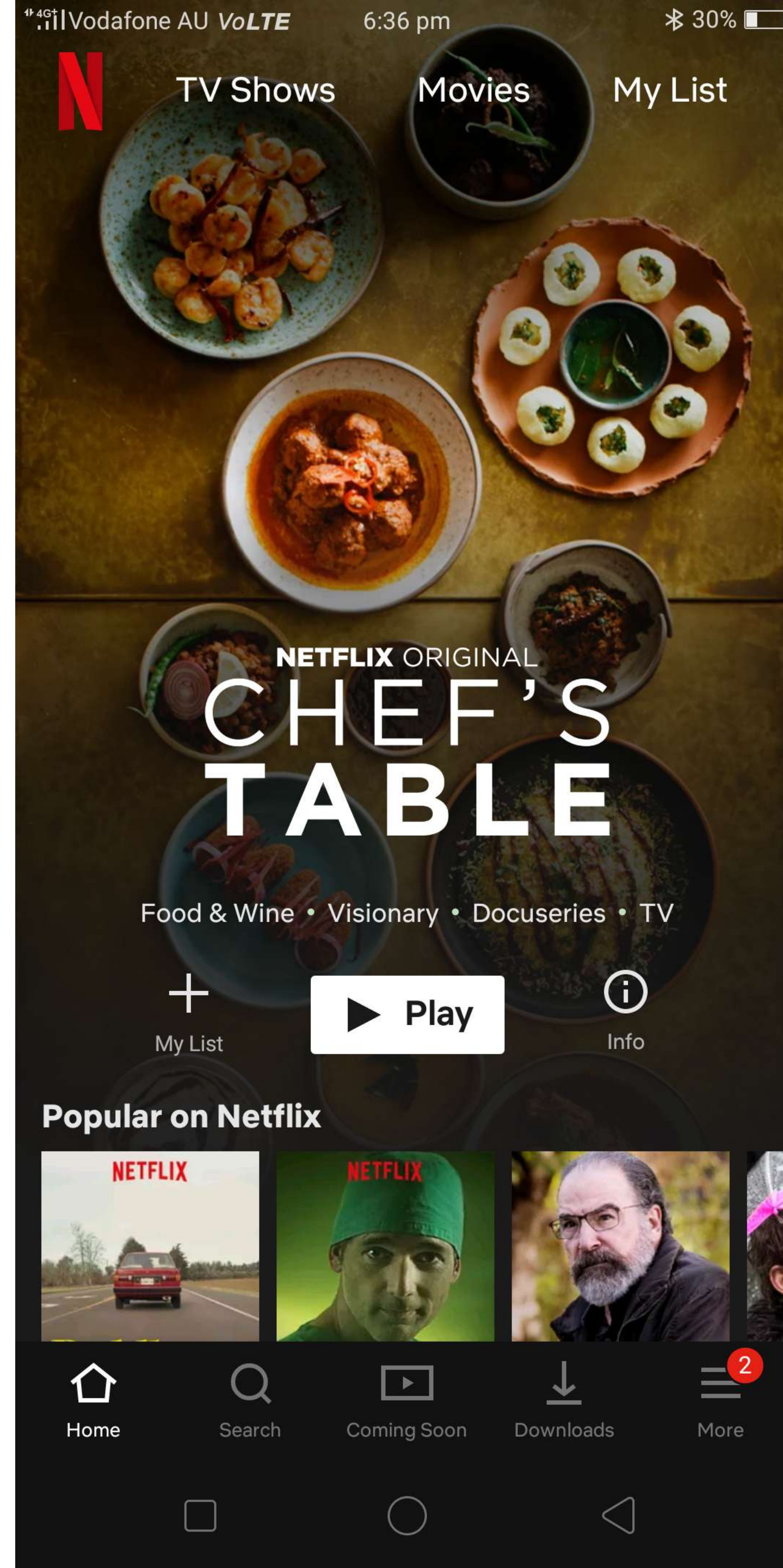
Check-out
Mon, February 25

1- night stay

Rooms 1 Adults 1 Children 0

Are you travelling for work?
☐ Yes ☐ No

Search



*Future proofing your **brand** through the **customer experience***

1.

Identify the interactions across your business that lead to purchase and loyalty.

I don't know how much you know..... until I know how much you care.....

2.

Consistency in the customer experience and its connection to the brand.

They need to speak the same language and have the same vision....

3.

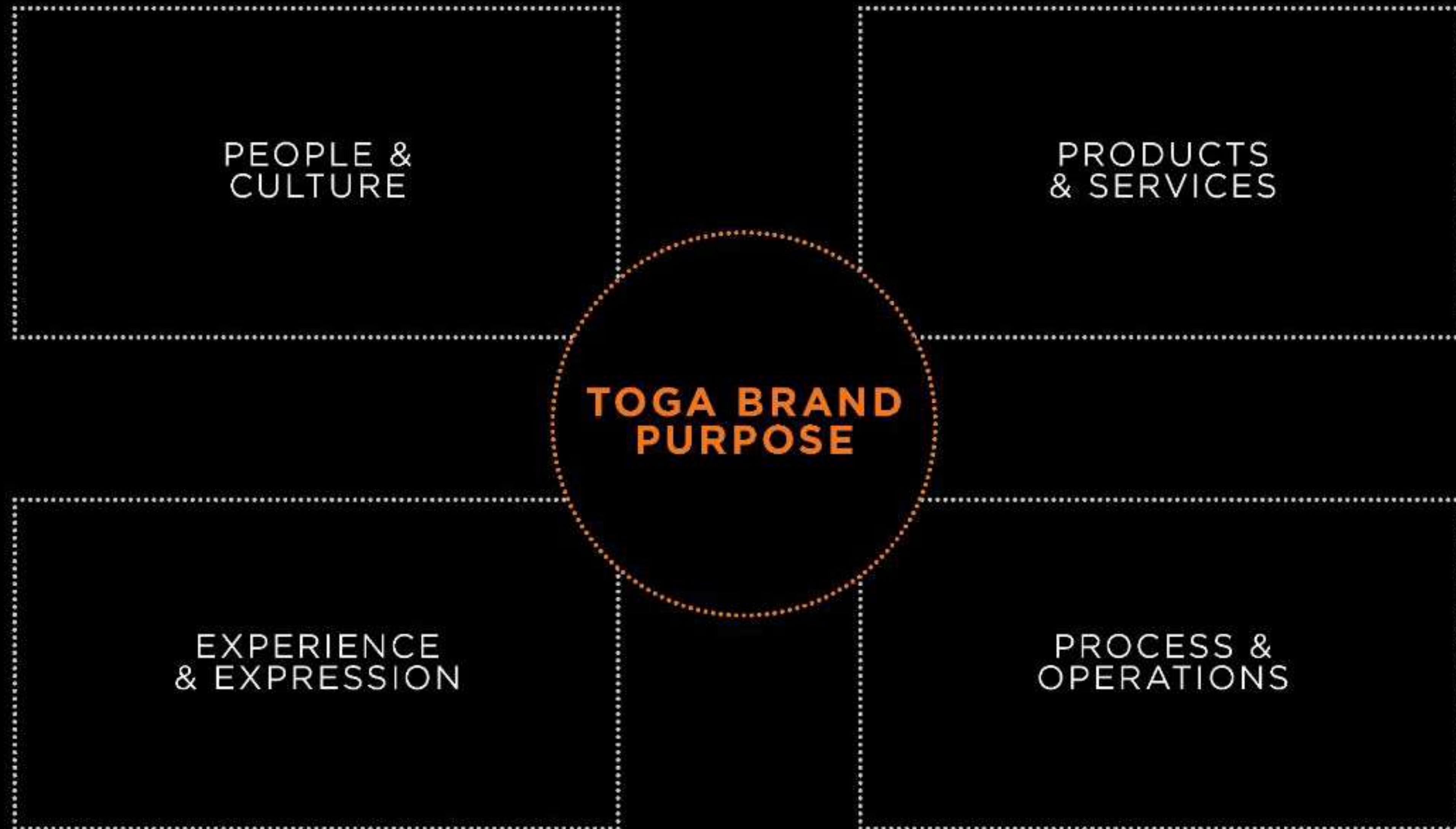
Make your brand and the services you provide a useful tool in your customer's experience?

Simple, convenient and relevant to me.....

***How TOGA embarked
on building a more
valuable brand.....***



So where did we start.....



What we stand for.....



So where did we start.....



Purpose





SHAPING MEANINGFUL SPACES FOR LIFE.

Speaks to the physical act of design and construction, as well as ongoing management.

EXPERIENCE

Places and experiences that reflect and respond to unique insights and needs — true placemaking.

INSIGHTS

An enduring commitment to people and the way we live, work and play.

ENGAGEMENT

Developed a customer wheel the integrated these three key areas

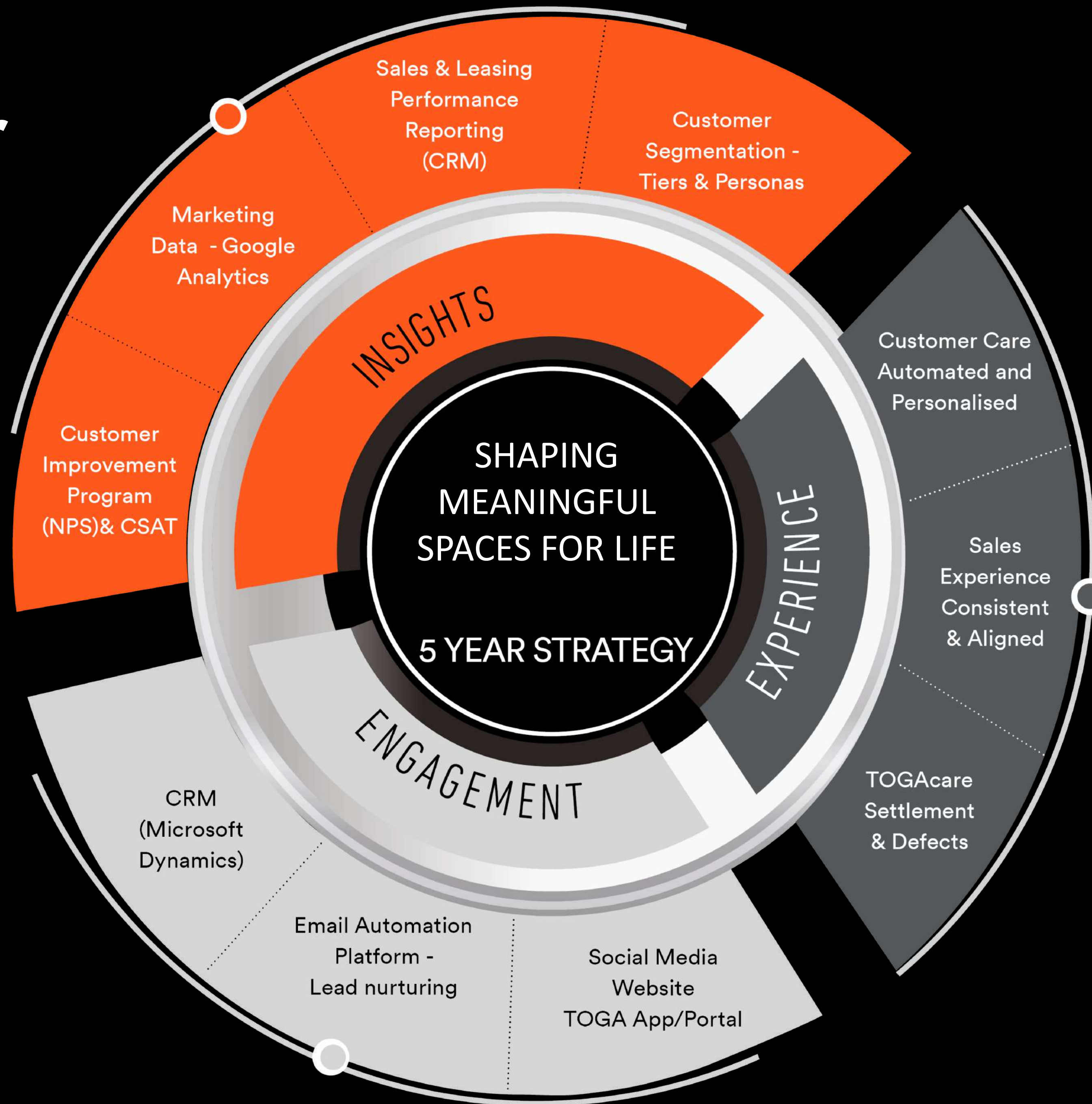
Understanding the impact of customers needs & behaviours



Re-inventing the end-to-end digital and physical journeys

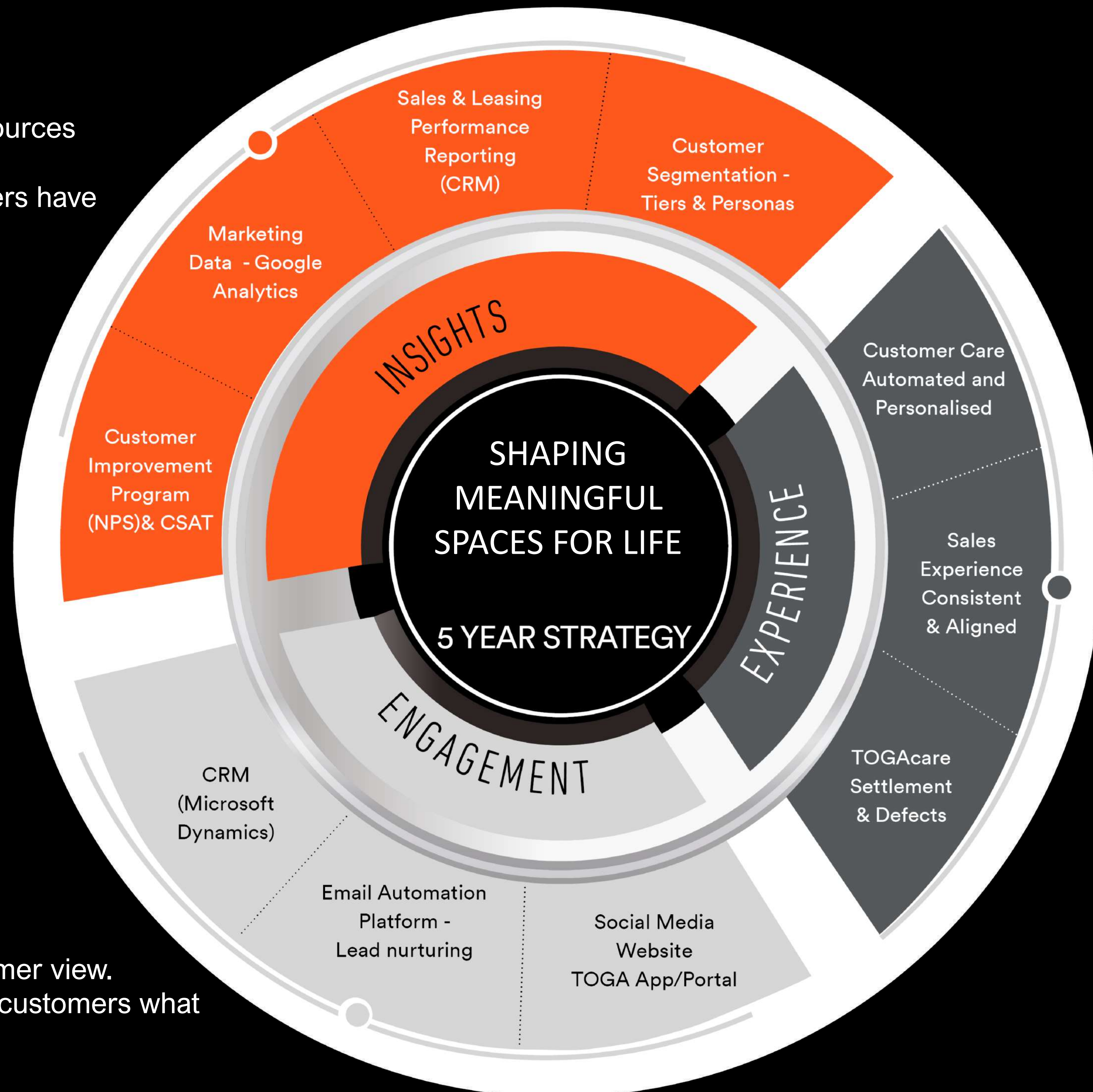
Personalising the communication and it's relevance

TOGA customer wheel



INSIGHTS

- Identifying the data sources and metrics to use.
- What did our customers have to say?



EXPERIENCE

- Mapping the customer touchpoints.
- Where were the pain points internally and with customers when interacting with us?

ENGAGEMENT

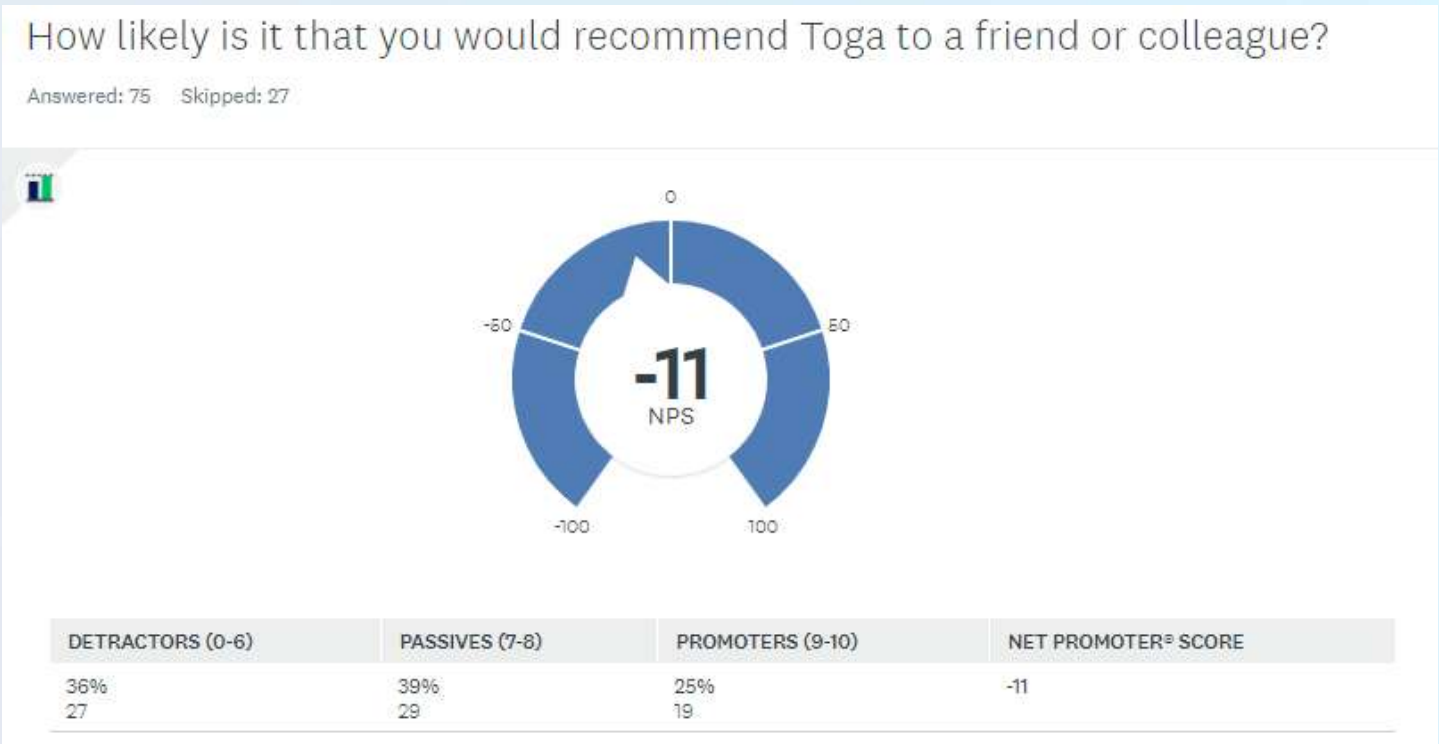
- Single customer view.
- How did our customers what to engage?

1

INSIGHTS

CUSTOMER FEEDBACK

“I remember there were significant delays in settlement, and a lack of communication with respect to this was the main issue with TOGA.”



“We hated the way CBRE created a very disorderly "sales day" to which you had to pre-register in order to sign a contract”

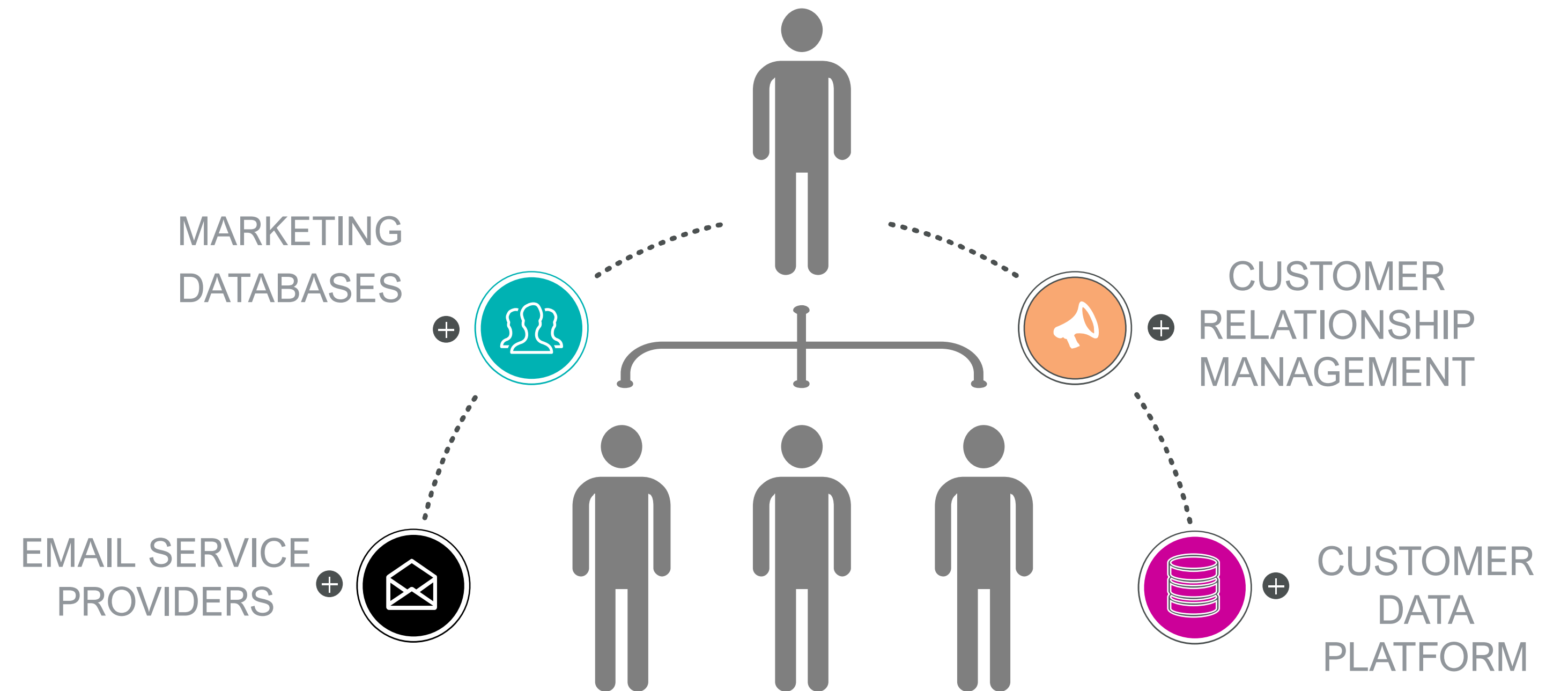
47% of marketers say they have a unified view.

Increase in data sources continues however which ones are really important to the business and continuous improvement.

NUMBER OF DATA SOURCES USED:



SOURCE: SALESFORCE, STATE OF MARKETING RESEARCH, 5TH EDITION



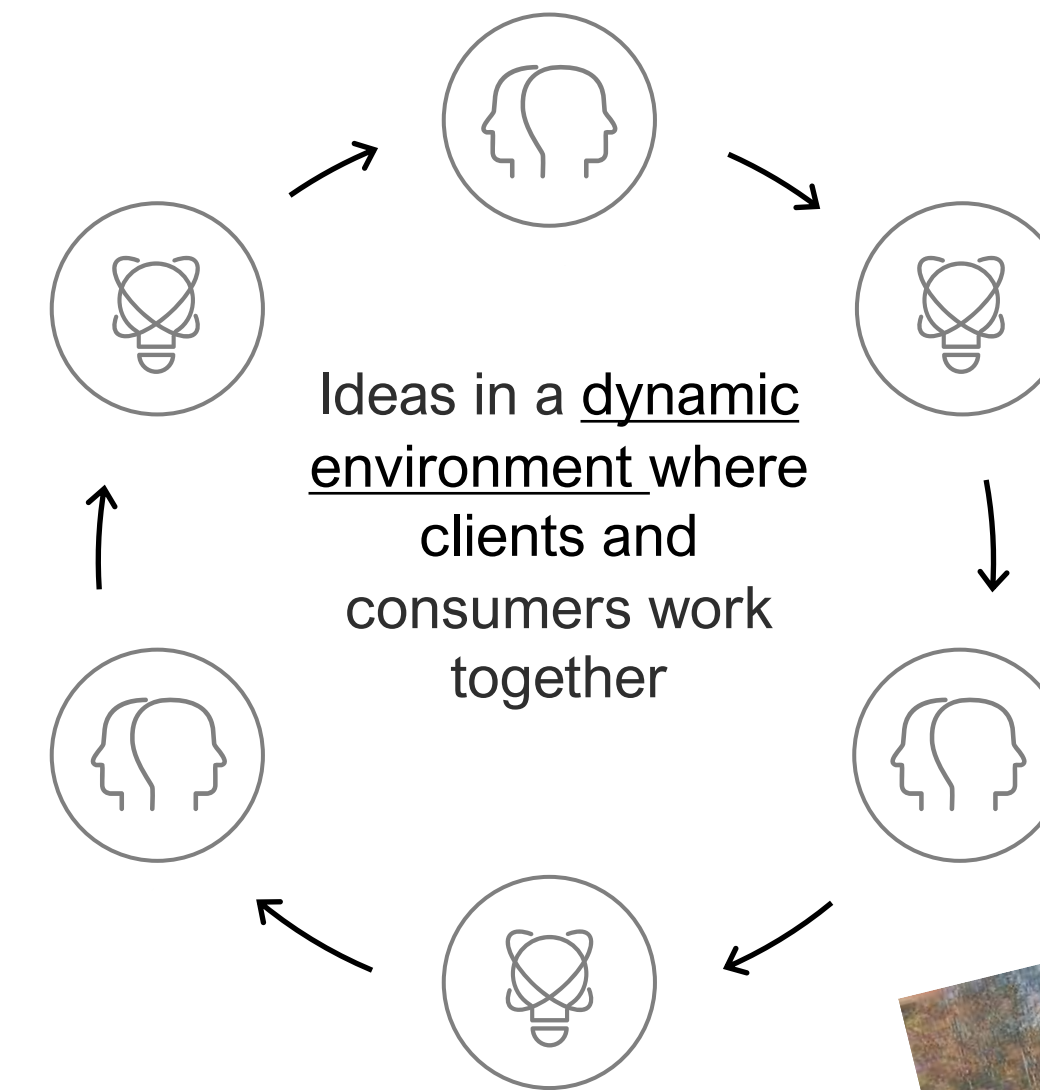
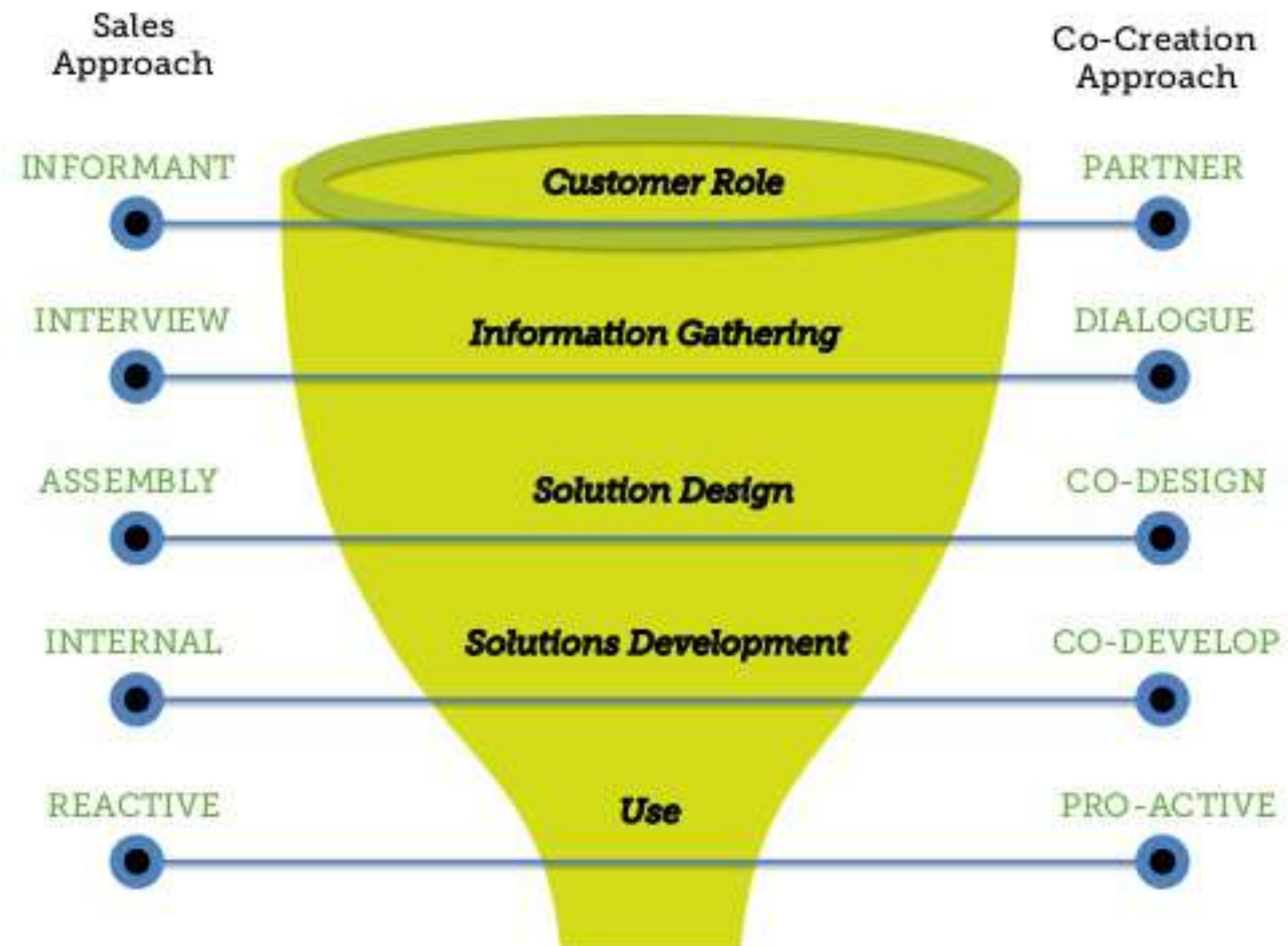
Focus on consolidating your data sources, otherwise you are only looking at half of the picture.

INSIGHTS

START BY ASKING YOUR CUSTOMERS QUESTIONS

A diagram consisting of two rows of eleven dots each, arranged in a rectangular grid. The dots are solid black circles.

Co Creation requires customers to actively participate in the process.





INSIGHTS

→ START BY ASKING YOUR CUSTOMERS QUESTIONS

.....



KICK-OFF WORKSHOP

Mapped the current end-to-end Customer Experience of TOGA.



15x EMPATHIC INTERVIEWS

Immersion in the world of TOGA's customers



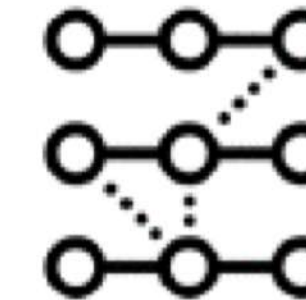
PERSONA WORKSHOP

Uncovered deep customer insights to develop three customer personas.



IDEATE WORKSHOP

Co-designed innovative ideas using the customer insights and personas to redefine the end-to-end TOGA Customer Experience.



SOLUTIONS DEVELOPMENT

Designed recommendations for possible value added services which will enhance the TOGA Customer Experience.



FINAL DELIVERY CUSTOMER JOURNEY RE-DESIGN

Developed a new customer journey map and experience for TOGA.

1

INSIGHTS

START BY ASKING YOUR CUSTOMERS QUESTIONS

.....



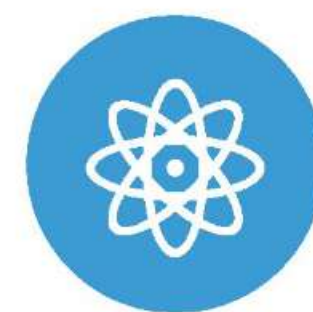
1. JOURNEYS

- Journey before and after purchasing a unit
- Journey of buying a unit (contract, pre-settlement and settlement)
- Journey of moving in or renting out



2. DECISIONS

- Who were involved in the decision making process
- What factors affected / informed the purchasing decisions
- What factors informed the decisions about stakeholders i.e. financier / solicitor / broker



3. EXPECTATIONS

- What were their expectation from TOGA before, during and after the engagement
- Were their expectations met / unmet
- What was their perception of TOGA? Did they have any pre-conceptions about buying off the plan



4. COMMUNICATION

- How was the quality of information / communication received
- Was the information received adequate
- When did they find gaps in communication, if at all



5. PURCHASING

- What was the purchasing / buying process
- What factors were important to them before buying (cost structure, location, timeline)
- Who were they stakeholders involved in their purchasing journey? How was the interaction



6. SERVICES / VALUE

- What was the value they believe TOGA is giving them
- What was the value of owning a unit
- Will they re-buy from or refer TOGA to friends and family



7. ABOUT TOGA

- What was their overall experience with TOGA? What worked and what didn't
- How was their experience and interaction with the TOGA staff
- Were they aware of all of TOGA's services and would they use them? What services



8. FUTURE PLANS

- What are their / family's aspirations and goals
- What do they anticipate to be the future of homes / housing
- What do they see as the future of their investment portfolio

2

CUSTOMER EXPERIENCE

—————> KEEP IT AUTHENTIC

.....



*“Root your Customer
Experience Vision in your
Brand”*



89%

Of consumers have stopped doing business with a company after experiencing poor customer service

(RIGHTNOW CUSTOMER EXPERIENCE IMPACT REPORT)



A customer is 4 times more likely to buy from a competitor if the problem is service related vs. price or product related

(BAIN & CO.)



86%

of buyers will pay more for a better customer experience

BUT ONLY



of customers feel that vendors consistently meet their expectations

(FORBES)



55%

of consumers would pay more for a better customer experience

(DEFAQTO RESEARCH)



CUSTOMER EXPERIENCE

STARTING SMALL

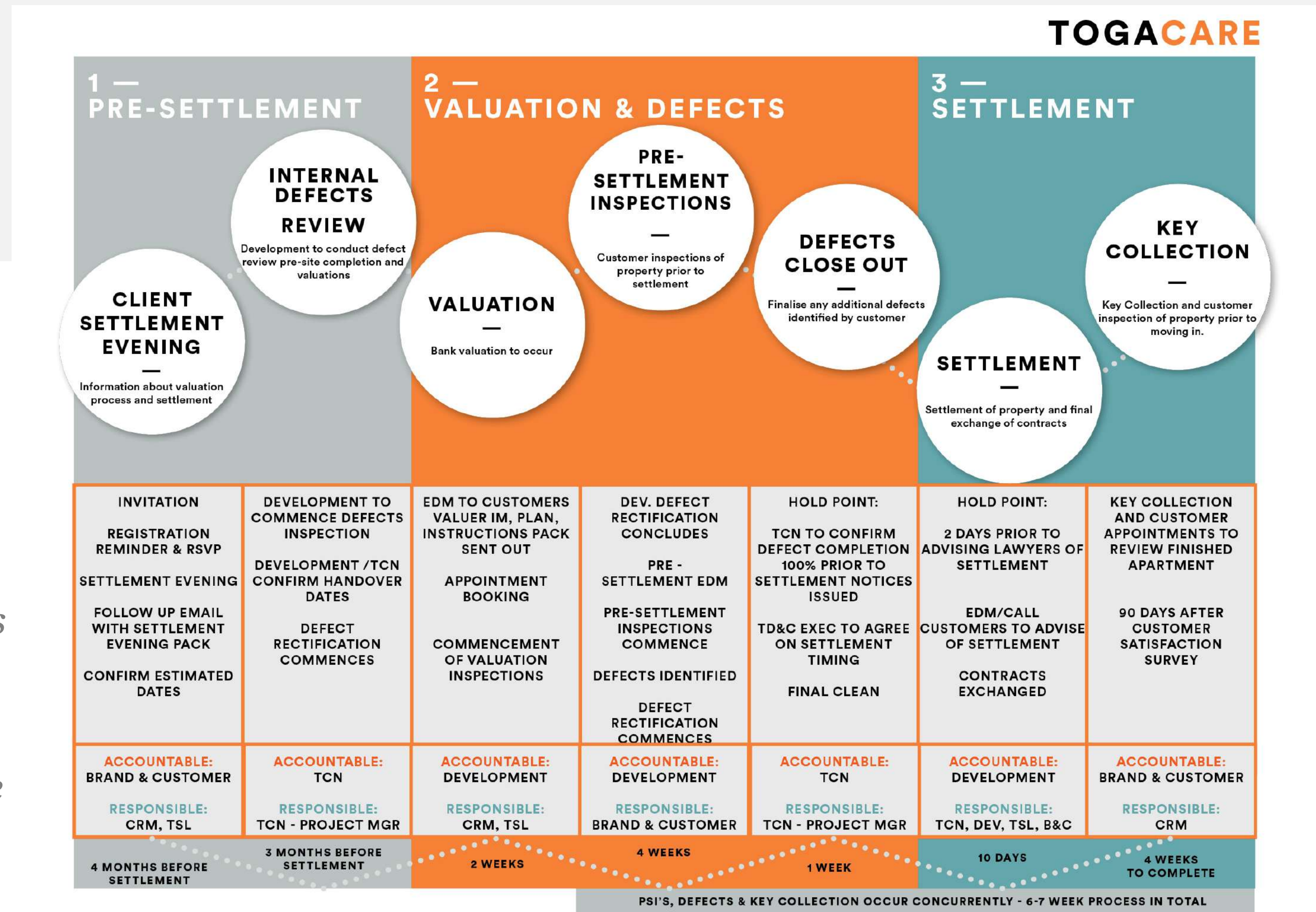
.....

+20 SHIFT IN NPS
SCORE FOLLOWING THE
CHANGE IN CX AND PROCESS

MACQUARIE GREEN
PROJECT
VS
BALMAIN PROJECT

Starting small and experimenting with a CX initiative and a customer journey map.

- *Map the steps in the process that needed to be addressed.*
- *What were the internal and external pain points experienced by our employees and customers?*
- *Who was responsible in each business unit?*
- *Engaged the entire business at all levels so there was collective buy-in and collaboration.*

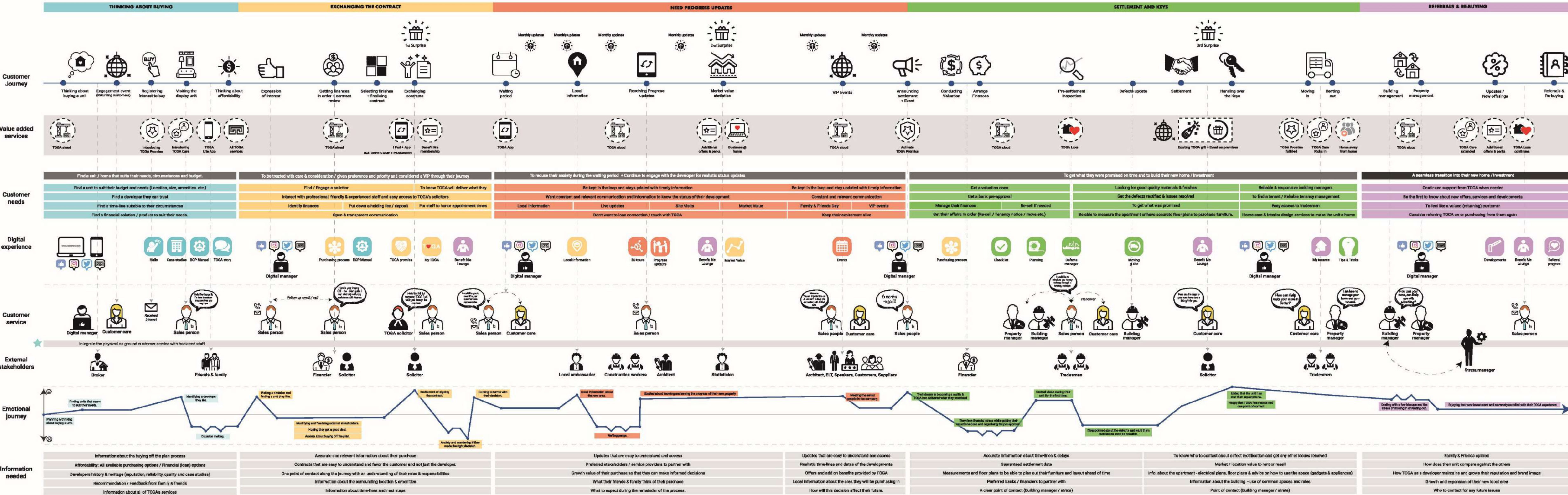




CUSTOMER EXPERIENCE

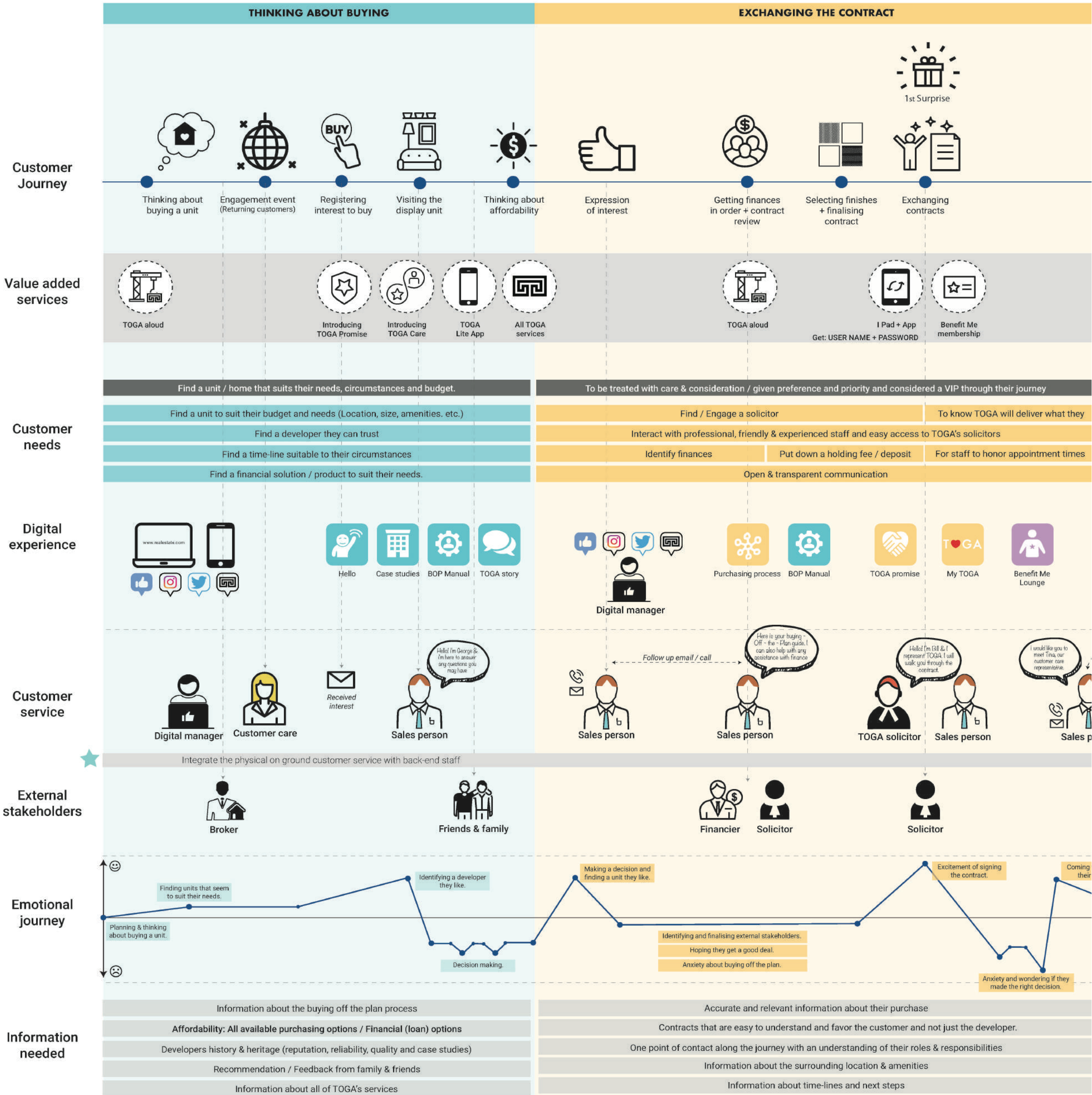
CUSTOMER JOURNEY ::::::::::::::

CUSTOMER EXPERIENCE : To make the TOGA Customer journey as seamless as possible



2

CUSTOMER EXPERIENCE
CUSTOMER JOURNEY ::::::::::::::



2

CUSTOMER EXPERIENCE

PERSONAL & RELEVANT

.....

- Moved away from traditional demographic and geographic insights and started focusing on the ethnographic. Not the what or who but the WHY?
- Our 3 Personas became the drivers of developing our customer experiences.
- Used our digital initiatives to drive the data collection and enhancement to make the experience more relevant and personal

✓

✓

✓

YOU'RE NEARLY THERE - JUST A COUPLE MORE QUESTIONS

What's motivating you to buy?
(Select all that apply)

I am relocating

I want a better lifestyle

I want a good investment

I am ready to buy my first home

I want to live in a better location

I need more space

I want a low-maintenance home

Other

In my spare time I like to

☐ Entertain family and friends

☐ Spend time with my kids

☐ Work out/keep fit

☐ Try new restaurants and bars

☐ Catch up on Netflix

☐ Plan holidays and adventures



DREAM CATCHERS

These customers are 'chasing' after a dream and a vision to start a new life and call a new place home.



MOVERS & SHAKERS

These customers are moving to a new place because of a "shift" in their circumstance.



LEGACY BUILDERS

These customers are looking to build a real estate 'empire' as security for their retirement or for the next generation.

2

CUSTOMER EXPERIENCE

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DREAM CATCHERS

These customers are 'chasing' after a dream and a vision to start a new life and call a new place home.

The location of the unit could be in a familiar area or chosen because they believe it would aid their aspirational lifestyle. They believe they are investing a lot of money and are therefore more vested in the process and progress of their home. They tend to be more emotionally attached because of their dream to build a future in their new home.

KEY ATTRIBUTES:

- They may be new to the process of buying off-the-plan.
- They crave high engagement and enjoy being immersed in the buying process and being kept in the loop.
- They value aesthetics, good design, quality and modern amenities.
- They lean more towards being emotional versus rational in their mindset.
- The decisions to buy are usually shared with their partners and they care about the opinion of family and friends.

REASONS TO BUY:

- To build a certain lifestyle
- To make a home
- A new & modern unit
- Good investment

A rectangular array of dots arranged in 2 rows and 12 columns.

-
- DREAM CATCHERS**
- OUR DREAM HOME
- THE LOCAL IS IMPORTANT TO US. WE HAVE ALWAYS DREAMED OF OWNING A UNIT IN THE OTHER WEST BECAUSE WE ARE FAMILIAR WITH THE AREA. WE WILL PURCHASE A PROPERTY IF THE RIGHT OPPORTUNITY ARISES.
- WWW.REAL ESTATE.COM
- DISPLAY SUITE
- TOGA SALES PERSON
- HI, I'M TINA! I'LL BE WITH YOU THROUGH THE WHOLE JOURNEY!
- THIS IS THE FIRST TIME WE ARE BUYING OFF THE PLAN SO WE NEED ALL THE INFORMATION ABOUT THE DEVELOPMENT AND TIMELINES BEFOREHAND AND WOULD LIKE TO BE KEPT UPDATED THROUGHOUT THE PROCESS.
- TOGA PROMISE
TOGA CARE
TOGA LUXE
TOGA SERVICES
TOGA LIFE
- THE REPUTATION OF THE DEVELOPER IS IMPORTANT TO US SINCE THIS IS THE FIRST TIME WE ARE BUYING OFF THE PLAN. WE ARE A BIT ANXIOUS AND WE HOPE WE WILL GET WHAT IS PROMISED.
- f t TOGA STORY i
- SOLICITORS BROKER BANKS INFLUENCERS FAMILY + FRIENDS LOCATION DREAM
- WE HAVE DONE OUR RESEARCH AND CHECKED WITH FAMILY AND FRIENDS ABOUT TOGA. WE KNOW THEY ARE RELIABLE AND ARE TRUSTWORTHY WITH OUR LIFE'S SAVINGS.
- EXCHANGING CONTRACTS
- ONCE THE DEPOSIT IS PAID AND CONTRACTS EXCHANGED, WE WANT TO CONTINUE TO FEEL IMPORTANT TO TOGA AND NOT LOSE CONNECTION WITH THEM.
- LOCAL INFO
- MARKET VALUE
- 6 MONTHS TO GO
- TOGA PROMISE
- PROGRESS UPDATES
- BUSINESS @ HOME
- BENEFIT ME
- WE NEED TO PLAN AHEAD. IT WOULD BE GREAT IF WE COULD GO ON-SITE AND MEASURE THE UNIT TO HELP WHEN BUYING FURNITURE, AND BE TAUGHT HOW TO USE THE SPACE WHEN WE MOVE IN.
- RE-SETTLEMENT VISION DEFECT RECTIFICATION
- THE QUALITY AND FINISH OF THE BUILD IS EXTREMELY IMPORTANT FOR US. THIS IS OUR NEW HOME AND WE NEED ALL THE DEFECTS RECTIFIED AND ISSUES RESOLVED ON TIME.
- DELAYS SPRAYE WHEEL STAYS CRANI
- TOGA LUXE TOGA CARE TOGA HOME AWAY FROM HOME
- IT WAS A NICE TOUCH TO HAVE A SIT-DOWN WHILE TOM HANDED OVER THE KEYS AND GAVE US A GIFT BOX. IT MADE THE WHOLE EXPERIENCE WORTHWHILE.
- BUILDING MANAGER STRATA MANAGER MOVE IN TOGA ONES CONTINUES
- WELCOME TO THE TOGA FAMILY
- MEMBER FOR LIFE
- DELAYS AFFECT OUR COMMITMENTS AND HAVE UNFAVORABLE FINANCIAL IMPLICATIONS ON US. WE NEED TO GET OUR BANK PRE-APPROVAL AND GIVE APPROPRIATE NOTICE TO OUR LANDLORD.
- FINANCE VALUATION LOANS
- STRAHA MANAGER
- Toga continues
- The involvement from Toga to Strata needs to be smooth, otherwise it is a very frustrating time for us not knowing who to approach to address our issues.

2

CUSTOMER EXPERIENCE

TEST AND TRIAL



- Test and Trial Approach to Digital Platforms
- Useful tool for the customer
- Real time reporting and analytics

ONE
TWENTY
MACQUARIE

1 Choose Appointment

Pre-Settlement Inspection

1 hour

PREVIOUS

IN 2 WEEKS
Saturday
March 16

9:00am

10:00am

11:00am

12:00pm

1:00pm

2:00pm

MORE TIMES

2 Your Information

3 Confirmation

Saturday, March 2, 2019 34 appointments

Today Week Month Search

One Twenty Macquarie Pre-Settlement Inspections - Floors 12-18

| | | | | | |
|--|---|---|--|--|--|
| Christine Tsao: Pre-Settlement Inspection 9:00AM-10:00AM | Hollywah Tsao: Pre-Settlement Inspection 9:00AM-10:00AM | Eric Pan: Pre-Settlement Inspection 9:00AM-10:00AM | | | |
| Shaoqian Tan: Pre-Settlement Inspection 10:00AM-11:00AM | Lian Deng: Pre-Settlement Inspection 10:00AM-11:00AM | Yuanwan Chen: Pre-Settlement Inspection 10:00AM-11:00AM | Jin Li: Pre-Settlement Inspection 10:00AM-11:00AM | Judy Liu: Pre-Settlement Inspection 10:00AM-11:00AM | Beibei Zhou: Pre-Settlement Inspection 10:00AM-11:00AM |
| Edward Chan: Pre-Settlement Inspection 11:00AM-12:00PM | Ng Tung: Pre-Settlement Inspection 11:00AM-12:00PM | Kojing Tan: Pre-Settlement Inspection 11:00AM-12:00PM | Candy Xiang: Pre-Settlement Inspection 11:00AM-12:00PM | Emily Hedra: Pre-Settlement Inspection 11:00AM-12:00PM | William Sothamane: Pre-Settlement Inspection 11:00AM-12:00PM |
| Jermy Ang: Pre-Settlement Inspection 12:00PM-1:00PM | Yana Ng: Pre-Settlement Inspection 12:00PM-1:00PM | Nik Lian: Pre-Settlement Inspection 12:00PM-1:00PM | | | |
| HongJun TEL: Pre-Settlement Inspection 1:00PM-2:00PM | Mengchao & Yuanzhen Liang & Chen: Pre-Settlement Inspection 1:00PM-2:00PM | Chen Lina: Pre-Settlement Inspection 1:00PM-2:00PM | Gorman Cheng: Pre-Settlement Inspection 1:00PM-2:00PM | Pang Chan: Pre-Settlement Inspection 1:00PM-2:00PM | WICKI WICKI: Pre-Settlement Inspection 2:00PM-3:00PM |
| Michael Lian: Pre-Settlement Inspection 2:00PM-3:00PM | Nikola Vong: Pre-Settlement Inspection 2:00PM-3:00PM | Ko Rung: Pre-Settlement Inspection 2:00PM-3:00PM | Lai Lili: Pre-Settlement Inspection 2:00PM-3:00PM | Melissa Margaretta Barrios Santos: Pre-Settlement Inspection 2:00PM-3:00PM | |
| Neo Tang: Pre-Settlement Inspection 3:30PM-4:30PM | | | | | |

Back Cancel Reschedule History Edit

Saturday, March 2, 2019 Pre-Settlement Inspection with One Twenty Macquarie Pre-Settlement Inspections - Floors 12-18 07min

9:00am - 10:00am Christine Tuon

PHONE 0438997079

EMAIL chris.tuon@one20.com.au

TIME ZONE (GMT+11:00) Eastern Time - Sydney

LOCATION One Twenty Haring Road, Macquarie Park. This location comes from the calendar settings.

Label

Scheduled by smilardatops.com.au on 1 February 2, 2019 12:35pm

View all changes & notifications sent

Notes

Notes about this appointment: No notes

Notes about this client: No notes

History

Previous Appointment: Pre-Settlement Inspection

Next Appointment: None

February 2, 2019 at 9:00am

Schedule New Appointment

View all 2 appointments

Pre-Settlement Inspection

What apartment number are you booking your Pre-Settlement Inspection appointment for? 1502

February 2019

M T W Th F S S

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

Appointments

Appointment Calendar

Client List

Reports

Import/Export

Client's Scheduling Page

Scheduling Page Link

Customize Appearance

Advanced CSS

Business Settings

Availability & Calendars

Appointment Types

Intake Form Questions

Packages, Gift Certificates & Subscriptions

Manage Users

Integrations

Sync with Other Calendars

Payment Settings

Email Settings

My Account

cscapinello@oga.com.au

Log Out

Report for January 14, 2019 to March 23, 2019

Appointment Reports

Revenue

Users

Intake Forms

Number of Appointments

Date

Scheduled

Canceled

No Show

Date range: Custom date range...

Calendar: All

Show: All scheduled appointments

Show

From 2019-01-14 to 2019-03-23

Show appointments that were scheduled during these dates, instead of when it occurs

| Type | Cost | Quantity | Total | Total Hours |
|---------------------------|------------|----------|------------|--------------|
| Pre-Settlement Inspection | \$ AUD0.00 | 104 | \$ AUD0.00 | 104 |
| Valuation Appointment | \$ AUD0.00 | 5 | \$ AUD0.00 | 2.5 |
| Total: | | 109 | \$ AUD0.00 | 106.50 hours |

View Appointments

April 7, 2019

SUNDAY, APRIL 7, 2019 30 MIN

10:00am Michael Lim

VALUATION APPOINTMENT — ONE TWENTY MACQUARIE VALUATIONS - FLOORS 11-18 FROM 10:00AM-10:30AM

PAGE 34



CUSTOMER ENGAGEMENT

DATA SOURCES

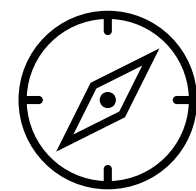
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The digital transformation is taxing on organisations and to ensure it works and is embedded take a pragmatic approach to what you do next as many organisations are suffering transformation fatigue.

Connecting all data sources and creating a single customer view in one platform.

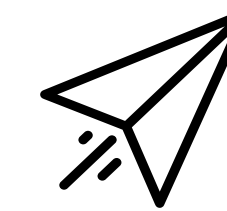
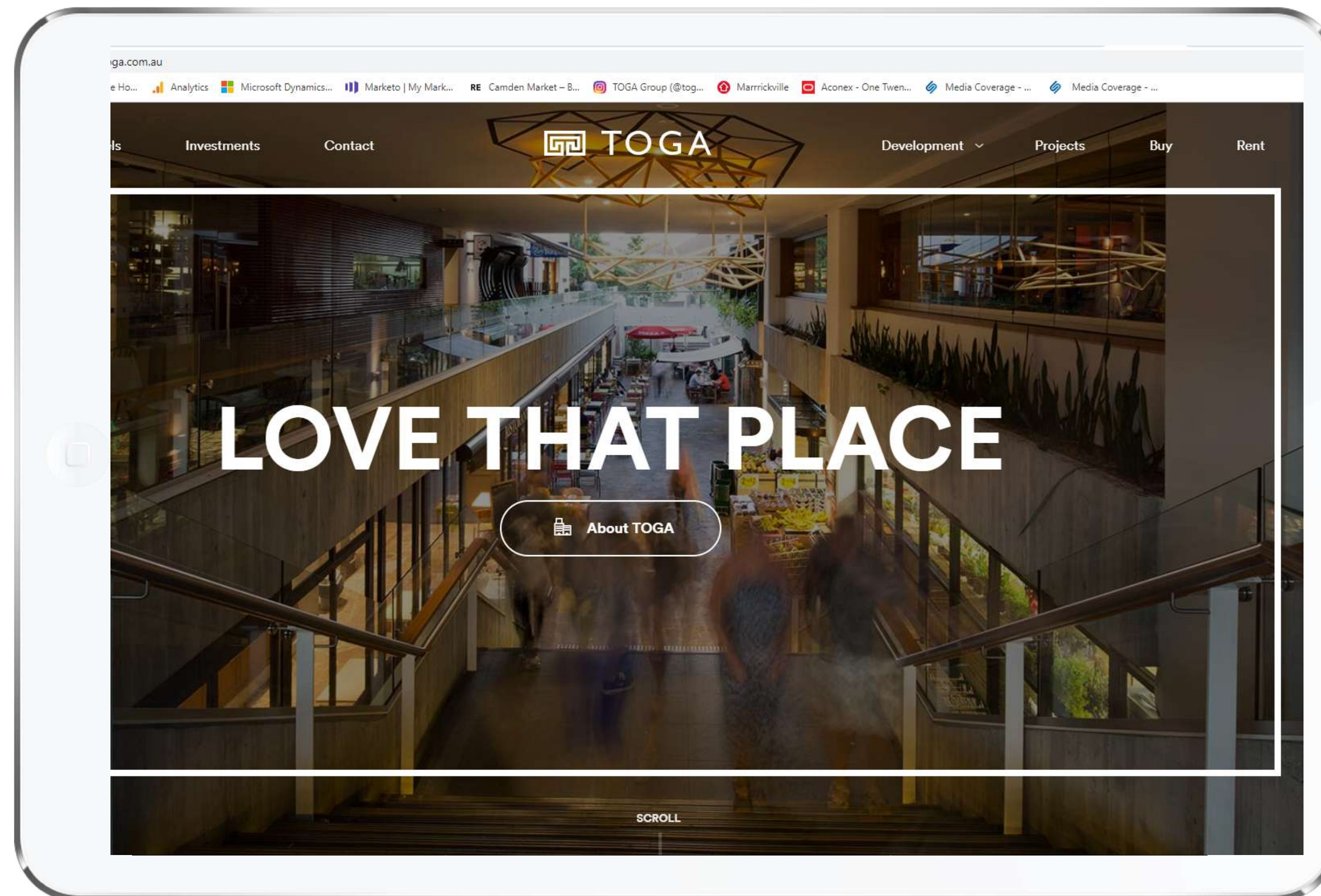
WEBSITE

Integrating our brand promise into our website and lead acquisition tools..



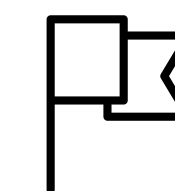
SOCIAL MEDIA

Brand Pillars and Promise formed the basis of the strategy and all content must tie back to these objectives.



EMAIL PLATFORM

Central source of all customer information – Leads, Contacts and Account Data in addition to UTM tracking and attribution.



CRM

Central repository for customer sales information and manages the business workflow.

3

CUSTOMER ENGAGEMENT

USEFUL TOOLS WITH PURPOSE ::::::::::::::



TOGA customer wheel



What will 2019 bring for Brand, Digital & CX?

01 BUILDING TRUST

Trust me..... Is not good enough anymore, customers need to ensure that you genuinely care about them.

03 PERSONALISATION – DO YOU KNOW ME?

Clarity on who you are talking to and what you are talking about. Using Dynamic content and CRM to personalize the interaction.

05 BALANCING AI & HUMAN INTERACTIONS

End of the first chapter and using AI to deliver CX in real time – providing useful tools for customers.

07 DATA CONSOLIDATION

Where is your single view of the customer and what they are doing? Can you track them from the beginning to the end?

02 BRAND PROMISE VS BRAND EXPERIENCE

Build the foundation and go back to focusing on the how the brand promise informs and affirms the customer experience.

04 START EXPERIMENTING

Exploring new ideas and refining them in a business plan won't make them succeed. Test your ideas with cheap experiments, prototypes and pilots.

06 STORY TELLING

Embracing the power of authentic, personalized and relevant content. Using customers to tell your story.

08 METRICS – DECIDE ON WHAT'S IMPORTANT

The depth and breath of data can be overwhelming and CMO's and Marketing Leaders need to create clarity in reporting and the metrics distributed.

Ways to build a more valuable brand.....



*Claire Scapinello
Head of Brand & Customer*

GET IN CONTACT

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 TOGA