

Your Brand Protection Strategy | Brand Standards

Maintaining brand standards is essential to the success and longevity of your company. An ongoing **commitment to quality and consistency helps improve customer loyalty and satisfaction**. It is important to proactively establish and maintain brand standards to ensure your company's position in the marketplace.

EcoSure's industry-leading programs help large organizations assess and improve the delivery of appropriate brand standards at all locations of their business. We create an **end-to-end brand protection solution** by partnering closely with your brand. The program consists of tailored on-site visits, insightful data and reporting, training and coaching support and program enhancements for continuous improvement.



On-site Visits

EcoSure experts conduct visits designed to provide an understanding of your unit-level operations.



Actionable Insights

Your EcoSure team will use industry insights alongside visit data to make unique recommendations based on the needs of your brand.



Training & Corrective Action

Our focus on employee training, coaching and corrective action at the unit level help to build a lasting employee culture that prioritizes safety, accountability, knowledge retention and empowerment.



Industry Best Practices

Our industry expertise and relationships help ensure our programs are aligned with the latest trends, enhancing your brand standards insights and driving impactful results.

We work with your brand to build custom visit criteria, which can include:

- ▶ Customer Service and Service Quality
- ▶ Cleanliness and Conditions
- ▶ Facility Guidelines
- ▶ Product Merchandising and Displays
- ▶ Curb Appeal
- ▶ Menu and Branded Program Compliance
- ▶ Inventory and Stock
- ▶ Staff Uniforms and Hygiene
- ▶ Marketing and Advertising

Contact your EcoSure representative

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