Research on the Brand Image Building of Enterprises from the Perspective of Service Design

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Abstract: At present, the development of Chinese enterprises is facing enormous pressure of international competition. The survival and development of enterprises are challenged severely. It is difficult for small and medium-sized enterprises to raise funds, make loans and promote brands, so as to become the bottleneck of the development of enterprises. In order to develop and win in the competition, enterprises must establish a brand with global competitiveness - design management which is the key to the success of brand strategy. Because design management is the link to build consumer’s perception of products, effective design management builds up consumer’s loyalty to the brand by creating the value of products, forges the core competitiveness of enterprises, and ultimately promotes the success of enterprise’s brand strategy. In this paper, from the perspective of service design, the relevant content of brand image building of enterprises is analyzed for reference.

1. Introduction

Brand image is the performance of enterprises’ quality and characteristics, and the foundation of user’s trust and loyalty to brand. Starting from the theory of service design, this paper combines the concept of service design with the theory of brand image building, and expounds the important role of service design by analyzing the process of brand image shaping. On this basis, the method of shaping and optimizing brand image through service design is put forward. This paper aims to provide a new direction and inspiration for the design and shaping of enterprises’ brand image, and provide a reference for future research.

2. Design Management Runs through Brand Strategy

(1) Brand is a combination of name, noun, mark, symbol or design, or combination application of many symbolic elements. Its purpose is to identify a product or service in the market and distinguish it from competitors’ products and services. Brand is the symbol of a product or an enterprise which is different from other products and enterprises. For an enterprise, it represents the core competitiveness and profitability. For consumers, it is the symbol of quality and reputation, which reduces the cost and risk of purchase. Therefore, in today’s product-flooded market, when consumers are submerged by various products, enterprises disseminate the quality, function, technology and service of their products through brands. While consumers choose their consumption goals through different contents of different brands, which shows that brand is win-win for enterprises’ expansion and consumers’ shopping satisfaction. The benefits that brand brings to enterprises are inherent and lasting.

Enterprises’ brand strategy is a system engineering, which runs through the whole process of one or more products from design to after-sales service. It is composed of product image recognition system. Product image recognition is one of the important means to build enterprises’ brand from the perspective of cognitive psychology and Kansei Engineering. Product brand building is the key to differentiate one enterprise’s product from another enterprise’s product. Brand strategy includes product function positioning, regional positioning, price positioning, advertising strategy, market strategy, promotion strategy, sales feedback and other information.

Enterprises should effectively build brand and legal persons should directly focus on design management, set up design management team, and promote the sustainable development of
industrial chain from the product life cycle. So the product combination design must cater to the
brand strategy. From the point of view of shaping international well-known brands, it is through
product design management to prolong product life cycle and develop market share of new products.
Jesper Kunder, an American brand expert, said “In the future, It is not enough to sell good products.
Only those brands that have seized the strongest and most outstanding value orientation are the real
winners.” Therefore, Chinese enterprises are required to attach importance to the key role of design
management in brand building, use design management to create corporate culture, product brand
and the value of life of employees, and use the brand to lead the new life of society. The so-called
design, refers to a process to convey planing, imagining and problem solving through the visual way.
Its core content includes three aspects: the formation of plan and conception, the way of visual
communication, and the specific application of plan after communication. The so-called
management is an activity process consisting of planning, organizing, commanding, coordinating
and controlling. Its basic functions include decision-making, leadership, regulation and other
aspects.

(2) Design Management (DM) is short for DM, which is “to develop, organize, plan and control
resources with the user as the point of view in order to create effective products, communication
and environment”. It is a method to make design more easily to operate. It uses all possible
resources inside or outside the enterprises to develop, communicate, plan and control effectively, so
as to create new products, new environment and new user experience. Through effective design
management, enterprises can maximize the benefits of available resources. As Tim Gavin said,
“Design management is the practice of defining and elaborating brands.” Design management
studies how to integrate and coordinate design resources and activities at all levels, manage a series
of design strategies and activities, seek the most appropriate solutions to achieve the goals of
enterprises and create effective products. Design management has become the key to build the core
competitiveness of enterprises.

(3) Design, as a new subject, runs through the whole process of product development, i.e. a
series of activities from market positioning to after-sales service. It is becoming more and more
important for the development of enterprises. Design management, which integrates product design
and scientific management, has become a key link in the formulation and implementation of
enterprise management development and management strategy, especially for the successful
implementation of enterprises’ brand strategy. Just as Japanese scholars believe that Japanese
products are internationally competitive and the important factor of frequent innovation in the
application and marketing of design is to master “design management” and emphasize the
systematic management carried out by the design department.

3. Relationship between Service Design and Brand Image Building

Brand image is the external public’s evaluation and recognition of enterprise and its products,
services, cultural values, and customer loyalty through these manifestations. It is an intangible asset.
Its carrier is its external name, logo, product packaging, advertising design and so on, while the
source of value-added comes from users’ evaluation and recognition of image characteristics. Brand
image includes visible image and invisible image, that is, internal society and external
representativeness.

Brand image is not only a visual image, but also a psychological impression generated by users’
participation in brand activities and relationship with brand. It comes from users’ experience. In the
book Experience Economy, Joseph Pine and James Gilmore point out that experience is a kind of
activity that enterprises use commodities as props, service as stage and users as the center to create
a good impression on users. From the users’ point of view, experience is the psychological feeling
 gained in the process of using a product (service), that is, the feeling on the “stage”. The feeling on
this stage comes from the experience that service brings to users, including the contact point of
service, that is, the point where users intersect with products, services or brands in the whole
process of service, the logical rationality and smoothness of service process, the scientificticy and
artistry of visual image and so on.
At the user level, when a user receives a service, a service will give the user the most direct impression through contact points that interact with the user. Usually when this kind of contact occurs, users complete the evaluation of service satisfaction and form the recognition of brand image. For example, there is a series of service contact points when passengers travel by air, from the beginning of telephone booking tickets to ticket collection, then to baggage inspection in the waiting room, service experience in flight to the baggage recovery process at the destination. This series of contact points connect to form the users’ service experience in the process of receiving services. Through these series of service contact points, users ultimately determine the airline’s reputation.

4. Brand Image Building Method Based on Service Design

4.1 Contact Points for Optimizing Services

In the process of receiving services, users will have many contacts with the whole service system. Every contact plays an important role in the establishment and improvement of brand image in users’ minds. User’s good experience at each service contact point will gradually accumulate and build up a trustworthy brand image of the enterprise. Relatively, the unpleasant experience at the service contact point will also cause great damage to the brand image of the enterprise. Therefore, good planning and design of service contact points is an effective way to establish a good brand image.

But not all contact points are equally important in the whole process of brand image building. For each service process, there are some specific contact points which are the key to achieve user satisfaction. These contact points are called critical contact points, which are often those that are directly related to the core needs of users and make users memorable or happy. Service design for critical contact points is the core content of service contact point design. Taking a mobile employment information service type APP as an example, the core needs of users can be summarized as three aspects: obtain the required employment information and complete the online job search, users’ contacts with the service system that first come from the service interface recognition and login registration interface in the process of users’ contacting with the system, and users’ interaction based on their own needs. Users’ service experience at these critical contact points is the key node of brand image in their minds. Therefore, when designing service contact points, it is essential to focus on these parts.

4.2 Concern about the Planning of Service Content and Process

Service is invisible. So only when user has completed the experience of service, can he evaluate the service and generate the recognition of brand image. From the overall point of view, there are two main factors affecting the evaluation of user service: (1) Content of service, including the degree to which the content is in line with the user's needs, completeness, integrity of the service process and so on. (2) Service process, that is, users’ experience in the service process, including service system usability and ease of use, service attitude of service personnel, service delivery speed and so on. The quality of service content and process is the foundation of brand image building.

In addition, users’ evaluation of service quality is often based on their own expectations of service. Therefore, enterprises need to accurately grasp the users’ expectations of service, that is, to understand the users’ needs. The process of providing services for users is a two-way communication process, in which enterprises should not only pass on their good brand image to users through excellent services, but also receive feedback information from users, collect information of changing users’ needs, and evaluate and improve their own services. The process of continuous improvement of service is also the process of continuous growth and change of its own brand image.

5. Conclusion

To sum up, brand building is the inevitable way for enterprises to sustain their long-term
development. Enterprises must understand and grasp the relationship between brand building and design management from a strategic point of view, enhance brand competitiveness through effective design management, and create real brand advantages for Chinese enterprises. Only in this way can Chinese enterprises face the challenges of internationalization, participate in international competition and eventually form a large international brand from Chinese manufacturing to Chinese creation.

References


