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Moments of Truth

TRENDS

IN BEING?

It was Jan Carlson, the President and CEO of Scandinavian Airlines (SAS), who first popularised the term "Moments of Truth". A couple of decades ago, when Jan Carlson first joined, the airline was at the bottom of every passenger's list in terms of service and satisfaction. Today, SAS is up there amongst the best in the world; and all because of the "Moments of Truth" concept.

For Jan Carlson, a Moment of Truth refers to any episode in which a passenger (or prospective passenger) comes into contact with an SAS employee or the SAS brand. Each and every one of these moments can, and will, have a significant impact on how positively a brand is perceived. And this "Moments of Truth" approach is applicable to any business across the world. Just think about how you answer the phone; Are you smiling when you do so? How quickly do you answer the phone? What do you first say when you answer? What music is playing on the phone whilst the other party is on hold? These moment can be applied in hundreds of situations in your everyday life and will make or break a brand eventually. Whether you have 5 or 50,000,000 such moments, remember to treat each one as importantly as the other. Who said branding was easy?

Suggested Reading

Anatomy of a Trend

by Henrik Vejlgaard

Predictably Irrational: The Hidden Forces That Shape Our Decisions

by Dan Ariely

08月色彩組合

Autumnsilk

C0 / M100 / Y60 / K60

C0 / M100 / Y90 / K0

C50 / M100 / Y0 / K0

C40 / M10 / Y35 / K0

C0 / M70 / Y100 / K0

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