

# What influences trust in a brand: Communications VS Customer Experience?

Tanuja Kehar

Vice President-Corporate Communications Unitech

March 11, 2015 World Communications Forum, Davos, Switzerland

# Communications can't perfume a pig



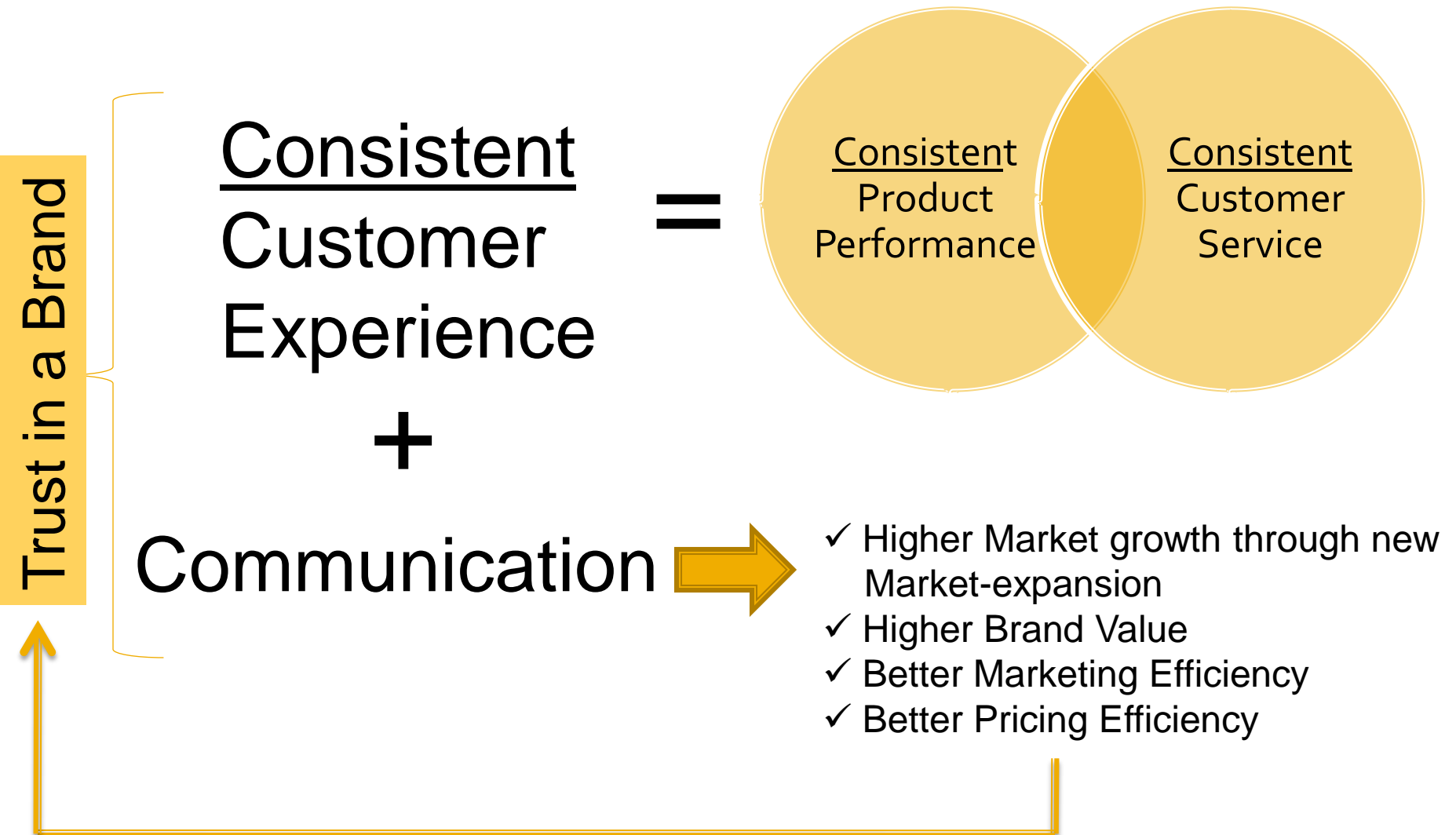
The Customer Experience is the Core!

# But Communications adds phenomenal horse-power to brand-growth

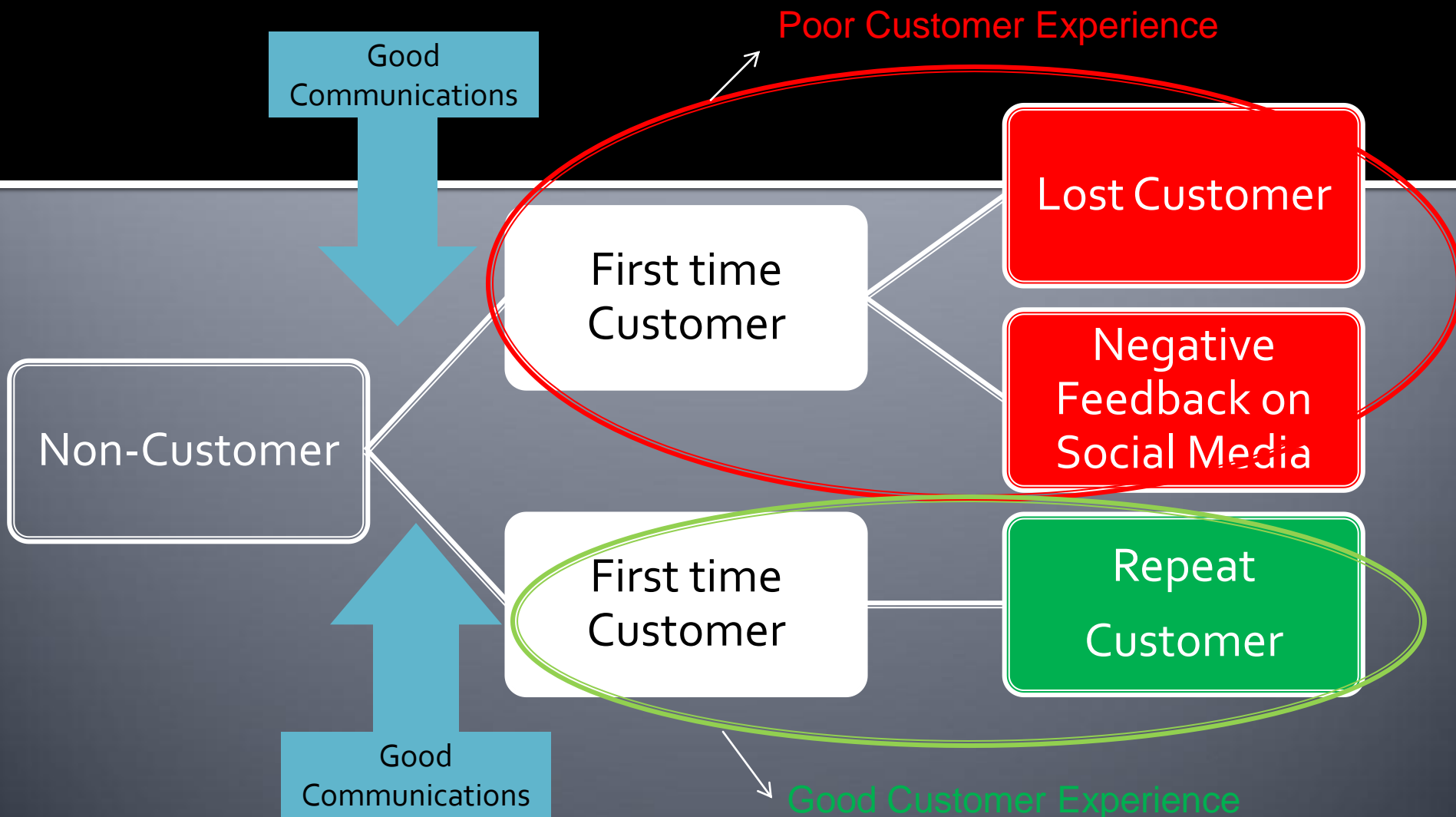


Excellent Customer Experience w/o good communications is sub-optimal

# Customer Experience Vs Communications



# From Non-Customer to Lost Customer or Repeat Customer



# Good Communications kills a Bad Product even faster

“Nothing kills a bad product faster than good advertising. Everyone tries the thing and never buys it again”

*Jerry Della Famina*

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But don't not Communicate it...

**Thank You**