

Have you stopped to consider if your company really lives up to it's tag line? A tag line says a lot about your company, your service and perhaps your culture. I find many companies create flashy sounding tag lines – but do they always live up to them? In Canada there is a grocery chain called Fortino's and their tag line is "Your supermarket with a heart". I must confuse however, I have been in Fortino's many times and have been served by a snarly cashier who would rather be elsewhere and I wonder "where is the Heart?".

You really have to blame management as I suspect they are not training staff to really deliver the store's message to the customers. Management obviously does not take this tag line seriously as it is not an ingrained part of their culture nor does it become a part of how they do business. If the tag line becomes meaningless since management does not take it seriously then damage is done to the brand. Do I really want to shop in Fortino's – not particularly.

Let's look at SOUTHWEST Airlines for a moment – LUV? Would you really want to build your business around the word Love? Sounds rather hokey doesn't it. But as anyone who regularly travels SOUTHWEST will tell you – they make you feel great – each and every time. Each employee lives and breathes LUV and it reflects in the service that each customer experiences. Unlike Fortino's Southwest's tag line actually means something and makes you feel good each time you fly with them.

Take a moment and look at your tag line and the service you provide your customers – do you really live up to your tag line?

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