

Everything is Connected.....Budha

Dear,

This month's newsletter is all about sprouting. May is the month when plants really start growing. May is the month of spring and growth. This is the only month that does not start and end on the same day of the week. The focus of this newsletter is on two important aspects of growth:

- How to arrest your brand getting staler, and
- How to engage with other players in your ecosystem.

Hope you enjoy these articles. Pl note your feedback and comments are valuable to us. Happy reading 😊

### Resuscitating a stale service brand

Many service brands lose their steam and their growth starts stuttering. Reinvesting a service brand requires going back to elements, right from service design, the flows, customer interactions, waiting time and product range. In this paper, Browne & Mohan consultants share the approaches that have worked for clients with jaded brands.

### Is your company reaping ecosystem advantages?

In today's connected world, smart companies realize their sustainable competitive advantage lies not just in their internal resources and efforts, but how intelligently can they engage and exploit the players in their ecosystem. Innovation, costly experimentation, Consumer insights, trained resources can all be obtained from external partners at reasonable cost, sometime free, if companies have a strategy to manage their ecosystem. In this paper, Browne & Mohan Consultants present an approach to identify and engage with partners in their ecosystem.