

# The Process

# Structured Customer Understanding Approach



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## How to Understand your Customers and Grow your Business

	Vision	Discovery	Customer Gap	Game-Plan
OBJECTIVE	Identify your true core value proposition and envision its future manifestation.	Understand and combine what makes your company great today and what customers will want in the future.	Map what needs to change between today and tomorrow to deliver a real customer-led step change.	Chart the course to transform into your future self.
OUTCOME	<p><b>DEFINE A VIVID VISION</b></p> <p>What core offerings - both current and future - are relevant and exciting for the future consumer? What does the 10X better service look and feel like?</p>	<p><b>BUSINESS &amp; CUSTOMER REALITY</b></p> <p>Understand how the business currently operates and what is the current customer experience. What do customers really want and where are you falling short in customers eyes?</p>	<p><b>BUILD THE BRIDGE</b></p> <p>By fully understanding where the North Star is and what truly matters to customers, we frame and guide the prioritisation of initiatives to close the gap between current and future state.</p>	<p><b>DELIVER CUSTOMER STRATEGY</b></p> <p>What are the ideal operating and business models to deliver superior future customer experience and strong, lasting business results?</p>

## Why Proto Partners?

Proto Partners unpack why your business isn't humming like it should be. We equip you with a clear path forward having identified the right levers to pull and in what order. We validate the solution within your environment, with your staff and your customers, to ensure you get the results you want with confidence and certainty.

### Our Levers

#### Customer Research

Proto provides valuable clarity and transparency. We ensure we provide you with the customer and business insights, that help you crack the code on what's working and what's not, so you can make the right investment decisions and maximise your ROI.

#### Customer Experience

We use frameworks that work to understand your customers' needs and wants. Then we integrate with your operational environment so you can focus on designing better customer experiences that your people can realistically deliver.

#### Journey Mapping & Onboarding

We help you engage your customers (and your teams) from the moment they decide to come onboard throughout all of their dealings with you. We support you to provide more personalised journeys and create more meaningful, productive and profitable experiences on a consistent and scalable basis.

#### Insights & Innovation

We help you to innovate by uncovering fresh, deeper insights and developing differentiated customer value propositions that meet deep customer needs. We work with your customers and people to validate your plans to ensure they work for your environment, your staff and your customers.

#### Human Centred Design

We show you how to innovate across your products and services to deliver new and unrealised value across your end-to-end journey. We understand that most customers would prefer to stay rather than leave and we are committed to making that a reality.

#### Employee Experience

Our clients operate in complex environments. So we validate the solutions within your environment, your business and with your Employees to ensure everything you do delivers the success you are looking for.

## Our Purpose

### Understand your Customers and Grow your Business

Our clients love working with us because we embed deep customer understanding to create and realise business growth.

## Our Team



#### Damian Kernahan Director

Damian founded Proto Partners in 2008 with a vision to turn customer understanding into customer growth. Over that time, he has led hundreds of projects to help large organisations truly understand their customers so they can deliver outstanding service solutions and experiences. With strong commercial experience, he is well-placed to equip companies with the insights they need to grow more confidently.

#### Kara Weaving Director

Kara co-founded Proto Partners and leverages her expertise in the delivery of large scale projects with her ability to uncover customer and business insights that provide a lasting impact. Kara has particular expertise in uncovering insights that bring the clarity and transparency that an organisation needs to set a new and more profitable course.

# Understand today, grow tomorrow.

## Proto Partners

Get in touch to find out more about how to  
Understand your Customers and Grow your business

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