Understand your Customers and Grow your Business

Step by Step Guide

FROM A

Frustrated we are not realising our potential.

CLARITY

01 Define

- Define your Business Growth Goals
- Define the Business Challenge
- Identify Key Opportunity Areas

02 Discover

- Execute detailed and comprehensive Research Plan
- Marry the Qualitative to the Quantitative Research
- Understand Best Practices

03 Map

- Map the Customer Journey
- Marry to the Staff Experience
- Identify Moments of Truth

CONTROL

04 Synthesise

- Articulate Unmet Needs + Pain Points
- Develop Customer Insight
- Determine Jobs to be Done + Customer Need States

05 Design

- Design the Future State (Customer Value Proposition)
- Develop Key Initiatives
- Identify Quick Wins

06 Align

- Ensure Organisational Buy In
- Break down the Silos
- Shift the Mindsets

CONFDIENCE

07 Implement

- Articulate Customer Strategy
- Translate Ideas into Programs of Work
- Agree Implementation Plan for #Now/Next/Later

08 Mobilise

- Establish Project teams for execution
- Create accountability for Programs of Works
- Realign Policies and Processes to Customer Needs

09 Sustain

- Connect KPIs to Customer Centric Outcomes
- Ongoing Measurement + Feedback
- Recognition + Sharing Organisation Success

TO B

Clarity and Confidence with a crystal clear growth plan.

proto cx