

# Smarter Customer Value Propositions for Smarter Organisations.

How to build a Customer Value Proposition to grow your Business.

# Do you experience the current challenges?

► Clarity about how to create value for your customers and your business?

► Having too much information and data and not knowing how to organise it into business requirements?

► Pursuing the wrong tasks and feeling insecure about the next steps to take?

► Difficulty in knowing what your customers really want?

► Moving beyond products and features toward a deeper understanding of customer value creation?

► Lacking the big picture of how all the puzzle pieces fit together and what will maximise ROI?



# We understand how hard it is to untangle customer behaviour.



A good Value Proposition helps you...

## Gain Clarity

Organise information about what it is that customers want in a simple way that makes it easier and simpler to deliver what customers want.

## Prioritise Investment

Effectively design value propositions that directly address your customers' most pressing and important jobs, needs and goals.

## Team Alignment

Combine customer understanding with your teams experience and expertise to develop what is most valuable.

## Increase Confidence

Order all your customer and business insights in a way that ensures when you make important decisions, you have full confidence in your decisions.

A well constructed and built value proposition means you can design, validate and deliver what is most important to your customers.

# Without a clear Value Proposition these statements may sound familiar...

*"I am not sure we are all on the same page as to what is most important for our customers."*

*"I'm surprised at how often we launch new features that nobody uses. We spend a lot of time and effort on well intended things that don't land."*

*"We are spending a lot of money on a backend platform, but if I'm honest, I don't really know what our customers value the most."*

*"We don't have one central source of truth that captures and orders all our thinking so we don't have to waste time agreeing what is going in our roadmap."*

*"We are about to spend a large amount of money and resources on our technology stack, but we are unclear what are customers prioritise as things that they want the most."*



What is a Customer Value Proposition?

A Customer Value Proposition focuses on understanding a customer's problems and defining, prioritising then delivering a product or service that solves them.

It's a roadmap that connects with your customer, showing them that you truly understand their problems, giving them a compelling reason to choose you as their solution.

# The Value of Customer Value Propositions

## Helping you to successfully...

### Reduce Complexity and Uncertainty

A value proposition is a simple statement that communicates the clearest benefit that customers receive by giving you their business. It is a roadmap to connecting with the individual and showing them that you truly understand their problems. By doing so, you will create a profitable business model that more effectively meets customer needs, giving them a compelling reason to choose you as their solution.

### Remove the barriers between what is and isn't needed

Operating on an internal perception of value alone is going to be hugely costly in the long run because the only perceived value that matters is that of your potential customer. Having a research-driven CVP in place highlights the best options for your business based on the actual needs of your customers, it allows you to position yourself to provide the most compelling solution to a problem, remedy to a fear, or reason to act.

### Align everybody in the Business

Equip your team with a shared language to overcome "blah blah blah," conduct more strategic conversations, run creative exercises, and get aligned. This will lead to more enjoyable meetings that are full of energy and produce actionable outcomes beyond a focus on technology, products, and features toward creating value for your customers and your business.

### Research, design, test, and deliver what customers really want.



# Prioritising your Customer's Needs



## Define Customer Needs & Requirements

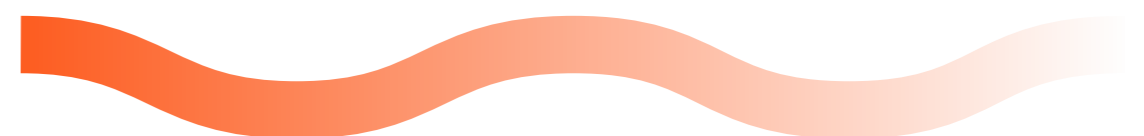
**Experiences where everybody wins.**

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.

## Match Business Delivery

**We make things simple, so it makes things easier**

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.



# and... defining the Business Requirements to deliver them



We specify for our clients the Business requirements for the critical activities of their enterprise that must be performed to meet the organisational objective(s), while remaining solution independent.

## Validated with Customers

The validation process we run it though ensures that the business requirements document (BRD) details the business solutions for a project or product including the documentation of prioritised customer needs and expectations.

## Tailored for your Requirements

It's one thing to specify what's most important for your customers, its all together another to ensure your business can both deliver it and can make money doing it. We work with you to ensure all requirements work across customer and business filters.



# Prioritise what is Most Important

Your business is not short of opportunities, however it is probably short on knowing the opportunities that will make a real difference to your business. Working together we uncover and prioritise the most important initiatives that will drive your business growth.



# Translate your Insights into Execution

Once you understand what is most important, the next step is to translate those top priorities into a realistic plan that the business can execute. We work together to develop a plan with Three Horizons that tie together your business needs with your capacity requirements.

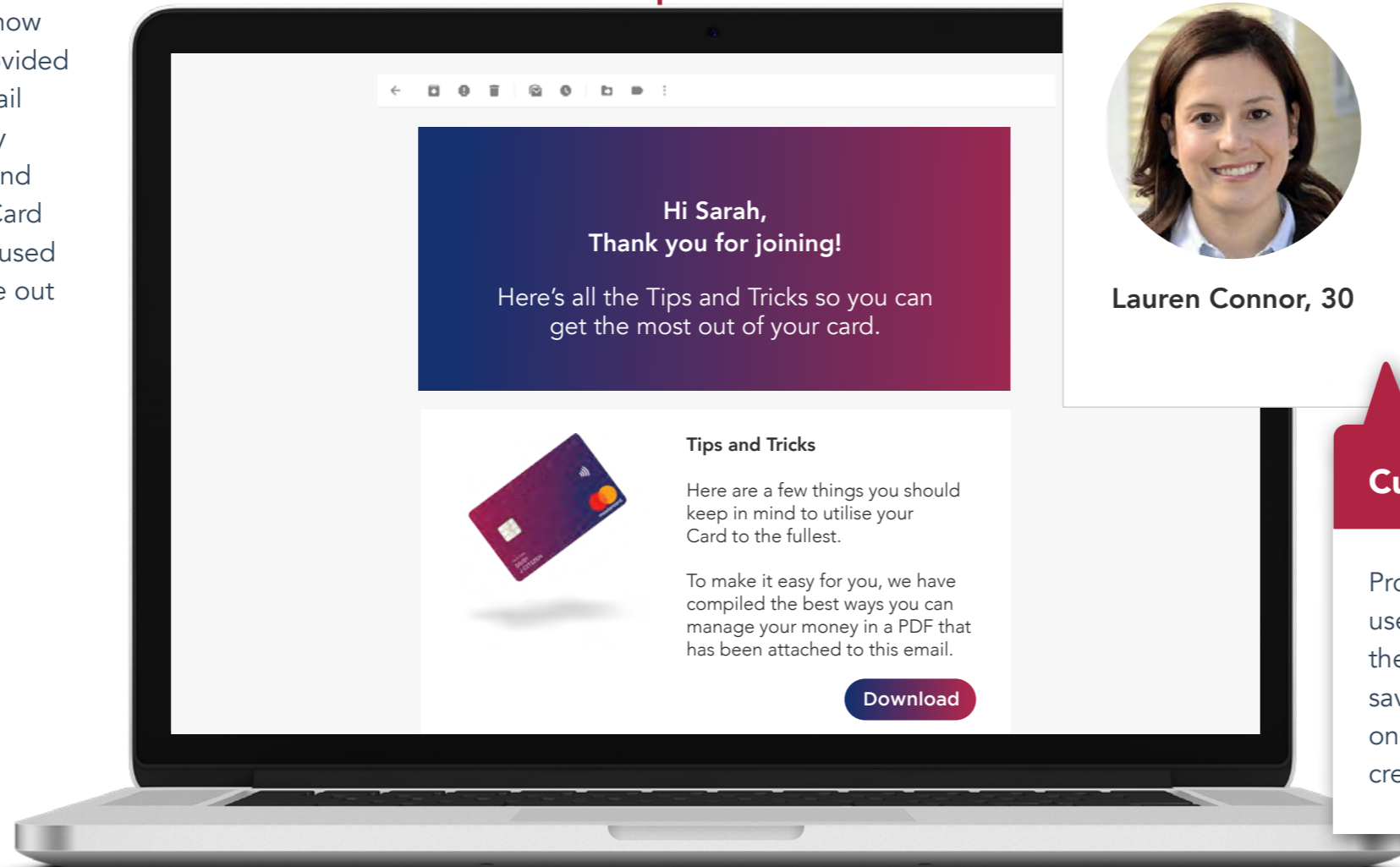


# Value Realisation Service Example

Customers may know some of the benefits the card has, but may not always be educated sufficiently to be able to take advantage of all the features. A CVP ensures that all the right features are explained to customers so they maximise the value from their card.

*Removing the barriers  
between the present  
and the possible*

Tips and Tricks about how to use the card are provided to customers in an email when they join, so they have the information and education to use the Card as it is intended to be used and get the most value out of the card.



**Lauren Connor, 30**

## Here's what other money savvy people have done.

Being part of the Card Family means you are already on your way to being more money savvy!

Just like Lauren here who has used her card to change the way she spends.

Here is what she has done to do more with her money.

[Read more](#)

## Customer Examples

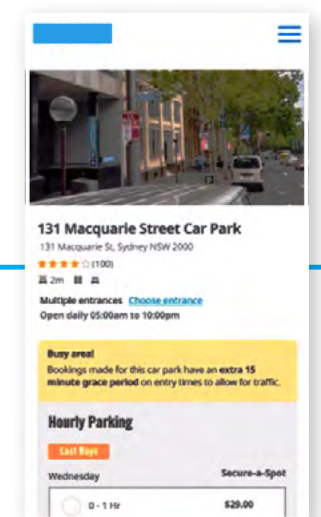
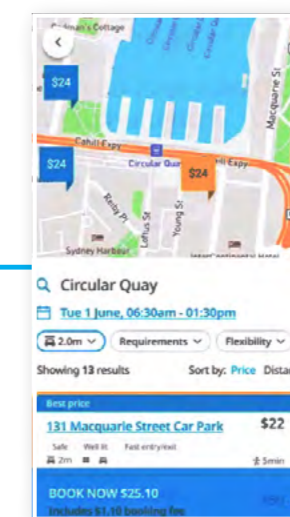
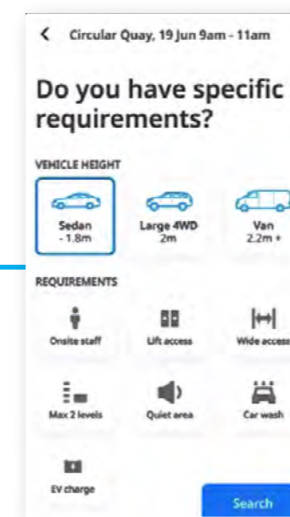
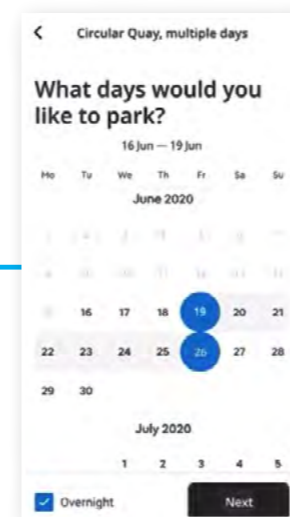
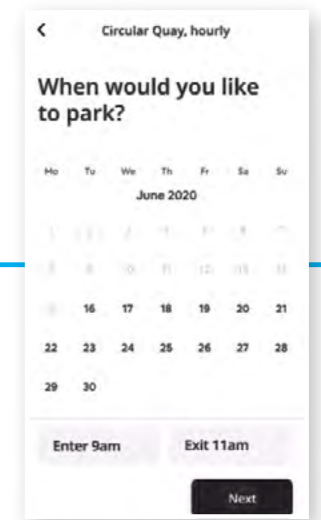
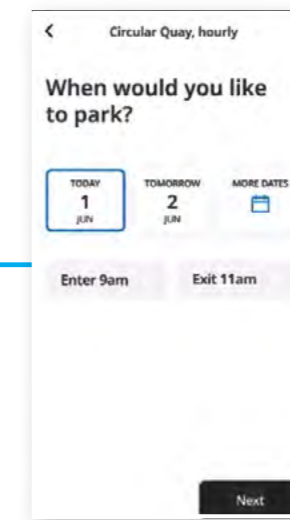
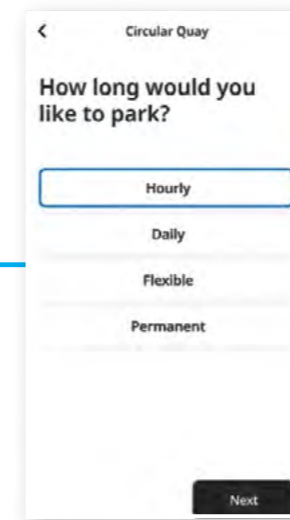
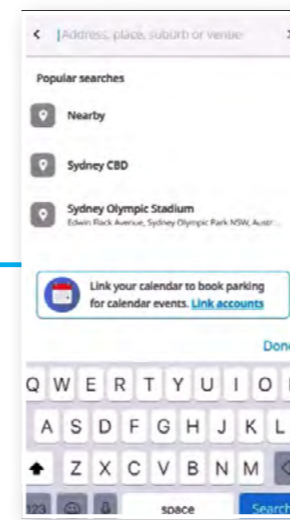
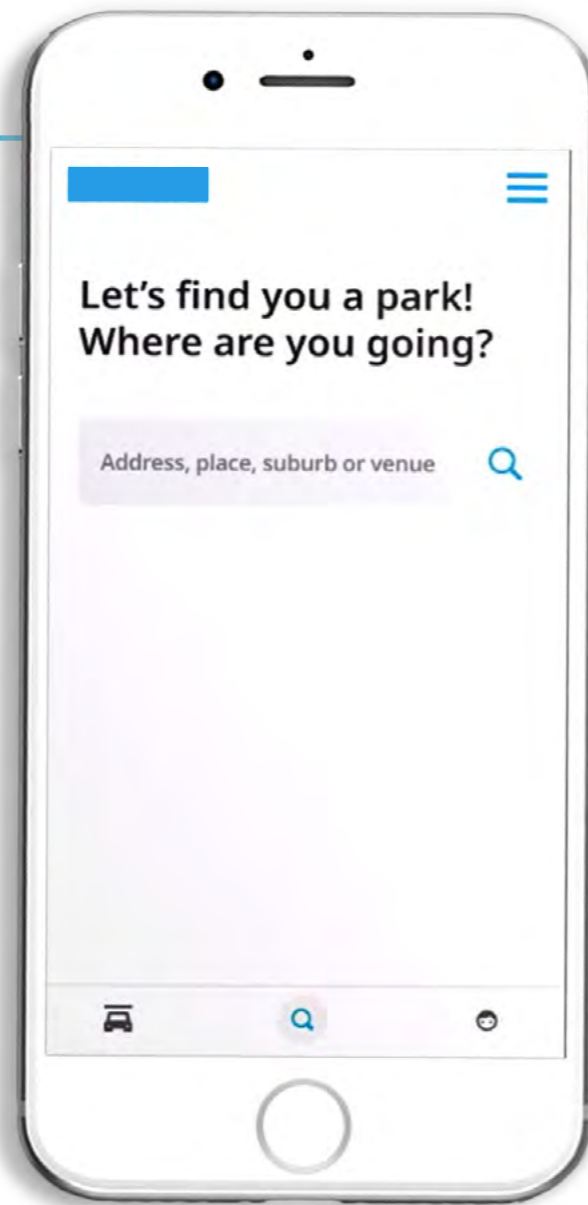
Providing examples of how other customers have used the card in a smart and clever way to manage their money can empower customers to feel money savvy and encourage them to use the card in an ongoing manner rather than as a one off line of credit.

# Value Realisation Technology Example

For our parking client our research connected them with their customers and provided clarity on what they felt was an exceptional parking service. This gave them the confidence to invest in the future.

*Re-imagining the future of transport and parking*

Giving customers control in how they manage and navigate online booking.



# Understand today, grow tomorrow.

**Proto Partners**

Get in touch to find out more about how to  
transform Customer Intelligence into Customer Growth.

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