



proto cx

# SOLVING YOUR MOST IMPORTANT CUSTOMER CHALLENGE

Do you have a challenge that would benefit from gaining real insight into the root cause?

Do you want the confidence that comes with a brilliant understanding of your customers?

Do you have a business problem that you just can't get to because BAU keeps getting in the way?

Solving your most important Customer Challenge runs for 4 weeks and takes a significant business challenge that you need help addressing and solves it in 30 days. Rather than looking at your end to end journey, we look at just one key experience or phase of the journey (eg. onboarding or payment). We help unpack the problem, deep-dive into the issue and generate customer-validated solutions that you can move to execute quickly and easily.

## THE WORKSHOP

### 1. Prioritise Quick Wins

- ▶ Prioritisation Workshop – Define and prioritise initiatives that can be executed with relatively little additional design
- ▶ Map the key part of the Customer Journey
- ▶ Marry to the Staff Experience
- ▶ Understand Staff Impact on Experience Delivery

### 2. Design the Solutions

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

### 3. Execute

- ▶ Translate Ideas into Key Programs of Work
- ▶ Agree Implementation Plan for #Now/Next/Later
- ▶ Connect KPIs to Customer-Centric Outcomes
- ▶ Create accountability for Programs of Work

**Solving your Most important Customer Challenge** is proven way to create a great business outcome, rapidly improve the business (or at least there part of it), create a no-nonsense way of prioritising what's most important and giving you the confidence to know the right levers to pull and in what order to be successful. Finally, it maximises the speed of execution - of the right things that customers truly value.

## OUTCOMES

- ▶ Improve customer acquisition — by streamlining account creation processes, lowering adoption barriers or simplifying product selection.
- ▶ Increase up-selling, cross-selling and purchase frequency — through initiatives that simplify reordering or improve product communications, etc.
- ▶ Increase retention, active usage, or share of wallet — by reducing customer effort or enhancing the after-sales experience.
- ▶ Justify a price premium — by creating a perception of higher quality, offering customisation and personalisation options, etc.
- ▶ Generate awareness — if we create remarkable or unexpected interactions that generate word of mouth, as some brands do.

## ABOUT PROTO

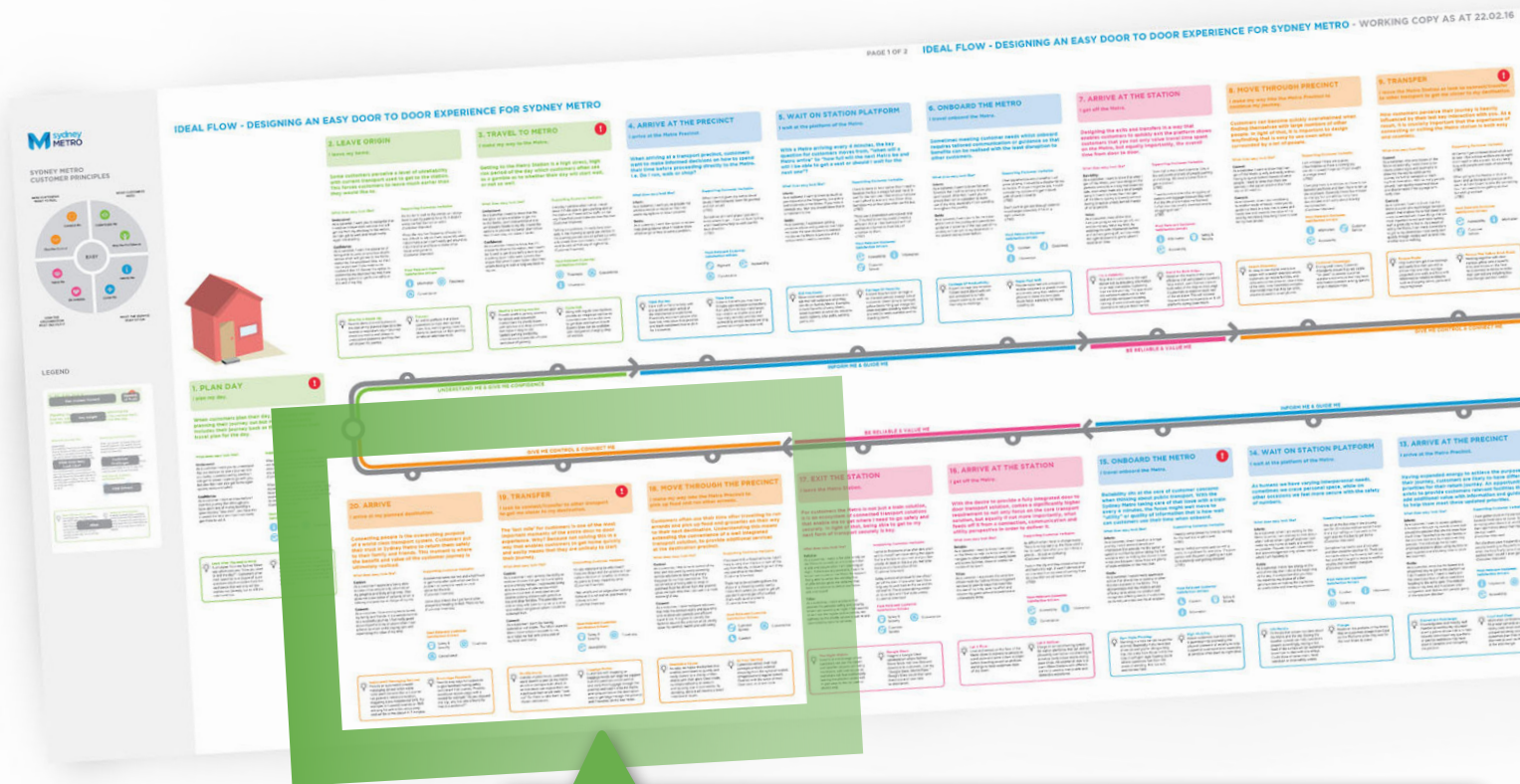
Being brilliant at understanding customers drives business growth. We give absolute clarity to leaders who want to know what to do #now, next and later by translating customer thinking into customer growth.

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





# WORKSHOP THEMES & WORK EXAMPLES



**A DEFINED PROBLEM**

Rather than looking at your end to end journey, we can look at just one key experience or phase of the journey (eg. onboarding or payment) and unpack and solve the problem in 40 days.

## VISUALISE AND TEST SOLUTIONS

No need to wonder if your solutions will work, we will build a test version with your customers, so you can be confident in every decision you make.

