



# proto cx CX ROADMAP BUILDER

Do you struggle to differentiate your business from your competitors?

Are your customers confused about what you offer?

Are you grappling to convert satisfied customers into loyal customers?

Are you wanting to get your departments talking the same language... customer?

CX Roadmap Builder is a 1 day workshop (in-person or virtual), during which you'll critically analyse your customers and competition to develop your CX Roadmap. The workshop can be targeted at a specific opportunity, or we can look at your market more generally. Following the workshop, we will provide you with a visualised report. We can help you translate your CX Roadmap into a growth plan that works and other marketing collateral (not included as part of the workshop cost).

## THE WORKSHOP

### 1. Thinking like a customer

- ▶ The customer decision-making process
- ▶ Know your customers: key needs and their issues
- ▶ Your internal customers: why HQ teams need to serve the end customer
- ▶ Growth Driver Mapping
- ▶ Develop Future State Value Proposition

### 2. Customer Journey analysis

- ▶ Workshop exercise: customer journey analysis
- ▶ What's working well, not so well?
- ▶ Testing your Value Proposition: does it solve/fit your customer's problems?

### 3. Refine and strengthen your value proposition

- ▶ Workshop exercise: Business Growth Driver analysis
- ▶ Create a Prioritisation Pyramid
- ▶ Align your CX Roadmap to key Growth Challenges

**CX Roadmap Builder** is designed for businesses with complex business challenges that want to accelerate and improve their customer understanding to improve your business outcomes. It's ideal if you're thinking about a business improvement project or opportunity, wanting to develop a more competitive offer, or looking to develop new/improved products or services.

## OUTCOMES

- ▶ Develop a clear, customer-focused CX Roadmap.
- ▶ Ensure all your teams are on the same page and focused on the most important customer outcomes.
- ▶ Understand how to leverage your customer experience into clear growth options.
- ▶ Drive customer-centric new products and offerings.
- ▶ Create a solid base for your plan to develop a more customer-centric business.

## ABOUT PROTO

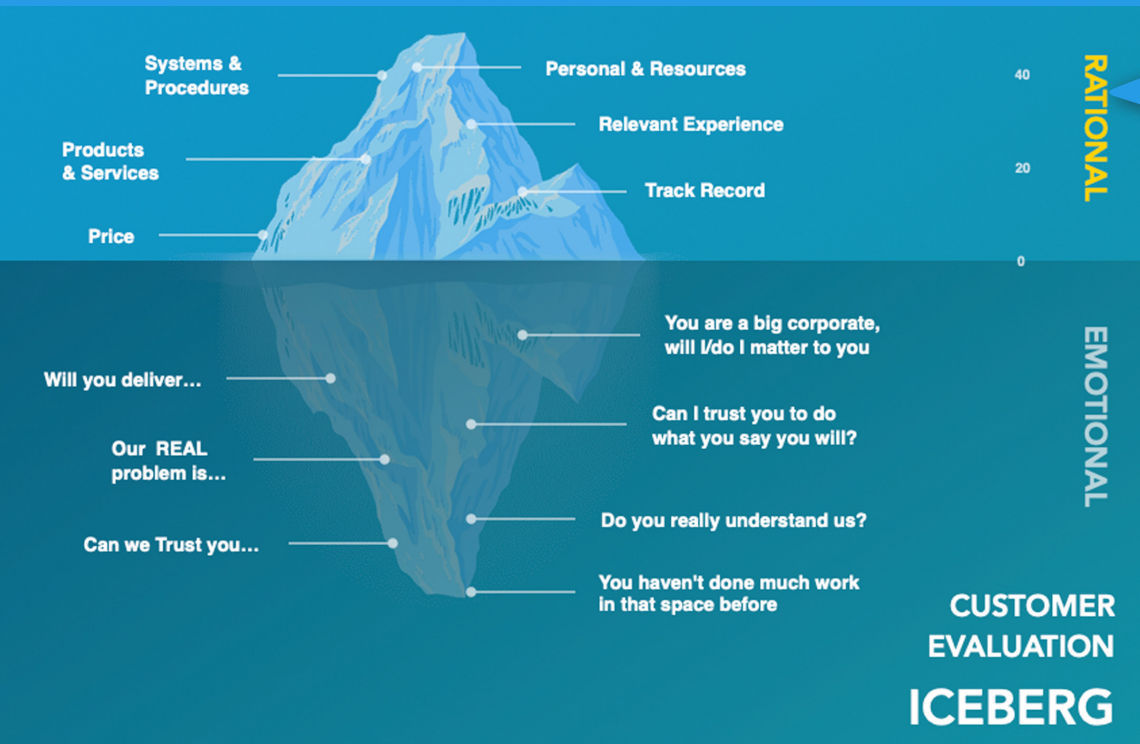
Being brilliant at understanding customers drives business growth. We give absolute clarity to leaders who want to know what to do #now, next and later by translating customer thinking into customer growth.

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





# WORKSHOP THEMES & WORK EXAMPLES



## HOW CUSTOMERS BUY

From understanding the detail of how customers think, through to the emotional/rational aspects of buying decisions, we help take you inside the mind of your core customer as you develop your value proposition.

## UNDERSTAND YOUR CUSTOMER

We will take you through the process of analysing your customer's key issues and help you reach solutions that will resolve their issues. Here is an example in the asset management field.





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