

# Understand Your Customers and Grow Your Business

Proto are Customer Experience Consultants that use customer insights to help you prioritise customer experience improvements that will trigger business growth.

## CHALLENGE 1

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Most businesses make decisions about their customers without the right data, they either guess what they need or use their gut. They will be either lucky or in most cases miss the mark.

## CHALLENGE 2

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Growth rates and revenues are slowing and what customers want from a brand has changed. Not just now, but for the next few years at least.

## CHALLENGE 3

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Companies hope for a silver bullet, often in the form of tech, to help them grow. Most executives don't feel equipped with the expertise and resources to pursue growth successfully.

# The solution

# Customer thinking

Customer Thinking is a structured approach to develop a deep understanding of what makes customers tick and using that empathy to drive business growth.

We start with what you know already, go deeper, learn even more and connect the dots so for the first time, you really, **really** understand what matters to customers and why.

Our Structured Customer Understanding Methodology informs your decision making, provides greater focus to current activities and helps you make much better strategic and day to day decisions.



## PURPOSE

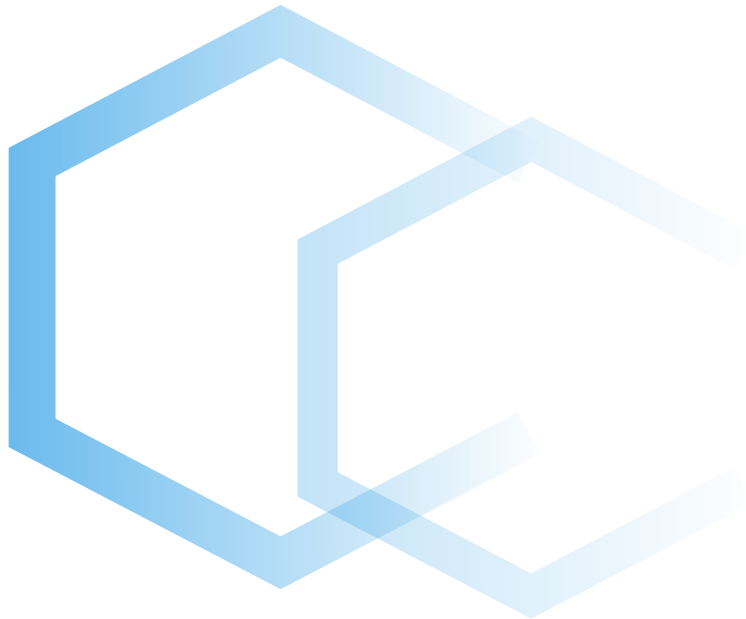
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Understand today,  
grow tomorrow.

## Why we exist

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We empower our Clients  
to transform Customer  
Understanding into  
Customer Growth.



## How we do things

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We embrace the complexity that everyone shies away from and pinpoint what your customers value most, so you have the confidence you need, now, next and later.

## What we do

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Our core focus is being brilliant at understanding customer so you have the absolute clarity you need to drive Business Growth.

## Do more with less.

In complex organisations there is both too much and not enough. Too many ideas, opinions and inertia. Not enough traction, impetus and growth.

## Do it with you, not to you.

We earn your trust by placing you at the centre of every decision. We listen to you, we understand you, we provide you the flexibility you need and always raise the bar for you.

## Equip you to make better decisions.

We use our Structured Customer Understanding methodology to ensure we truly understand what makes your customers tick. They get more value from you and you capture more value from them.





# What we believe

- 1** Understanding the **key moments of truth** that drive undesirable customer outcomes along the journey are essential to becoming a **customer centric organisation**. Without this deep understanding, effort and resources are often wasted on delivering things customers don't really value.
- 2** Organising **customer feedback and insights** along the journey provides clarity on **what really matters to customers** and pin points which parts of the journey or customer episodes to act on first.
- 3** A deep understanding how your customer truly feels establishes **empathy for customer focus, builds alignment** and **develops the impetus for change** within the organisation.
- 4** Building **empathy and alignment** with the organisation **breaks down departmental silos and barriers** to change and gets the **organisation focused on the customer**.
- 5** Understanding the **customer truth informs the development of initiatives** cutting through the white noise of competing departmental KPIs and shows you what needs to be done to **improve business performance**.
- 6** Effectively executing CX initiatives, **requires a prioritised and actionable roadmap** for implementation detailing exactly what needs to be done by department and channel **to achieve the target customer experience**
- 7** The true role of **Employee experience is to enable and empower** employees to be **resolution focused** versus having to choose between regulatory, process and governance requirements over excellent customer experience.
- 8** Having a **proven business process** will help you move along the journey to being **a true customer centric organisation faster**.

# Our experience

Through our work with a large number of complex organisations, including Gumtree, Westpac, Sydney Metro, Flexigroup, Colianial First State, SMP and Ipac, we have a strong understanding of the complexity behind what customers say and what they actually do.

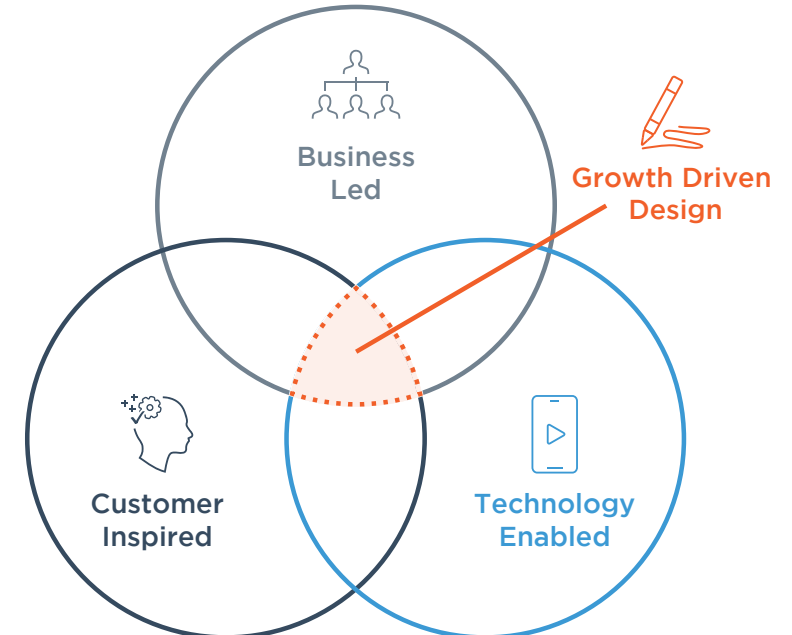
Our human centred design methodology for understanding them transcends categories and breakdowns silos that hold organisations back from delivering customer experience that matters most. Much of our work has focused on operationalising CX to marry design thinking with commercial reality to ensure CX initiatives create value for customers, employees and the businesses.

## 12 Years, 250+ Projects

You can't improve your key business metrics until you really understand what customers really want, need and feel at various moments along the journey.

We find the why behind customer truth, transforming those insights into actions that drive impetus for change and business growth.

Our model makes customer experience improvement a predictable driver of sustainable, profitable growth and have applied this method to 250+ CX projects for over a decade.





OPTUS



uno.



Sydney WATER



belldirect >

MOVIO



News Corp Australia



Westpac



Australian Government

HOYTS CINEMA

FLEXIGROUP X

icare



M sydney METRO



CHARTERED ACCOUNTANTS AUSTRALIA + NEW ZEALAND

SCA

# Drive **business growth** and achieve **faster results with less effort.**

The Levers we use to deliver Outcomes for our Clients and their Customers .



## Customer Research

### Insights today, confidence tomorrow

Proto provides valuable clarity and transparency. We ensure we provide you 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

### 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.

## Journey Mapping & Onboarding

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

Engage your customers (and employees) from the moment they decide to come onboard, from anywhere on the web or in person. Ensure a personalised journey providing relevant information and clarity to create a more meaningful, productive, and profitable experience.

## Insights & Innovation

### The art of the possible

We help companies to innovate by uncovering fresh insights and developing differentiated customer value propositions then validating them to ensure they work for your environment, your staff and your customers.

## Human Centred Design

### Good services are good for everyone

We show companies how to innovate across their products and services to deliver new and unrealised value across the end-to-end journey. Your customers would prefer to stay rather than to leave. We're committed to making that a reality.

## Employee Experience

### Collaboration is the new target operating model

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.

# Structured customer understanding methodology

And the absolute clarity to make the right decisions #now, next and later



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## Proto Partners

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

+61 02 8379 6600

+61 0418 494 489

[damian.kernahan@protopartners.com.au](mailto:damian.kernahan@protopartners.com.au)

