



# proto cx

## WORK WITH THE EXPERT

Would you like the confidence of knowing your customer decisions are the right ones?

Would you like a Wingman who has been in your shoes multiple times share their experience?

Would you like to quickly demonstrate the value of CX to gain greater traction and impetus?

### How virtual CX coaching works

As experts with over 20+ years of combined CX experience, we coach you or your team through any customer experience challenges you're facing right now.

In these sessions, some topics we've guided our clients to explore are:

#### Investigating challenges & defining goals

Maybe you know what the problems are, or maybe it's still unclear. Either way, we help you look at all the related aspects of your business to determine where your customer experience is today and where you want it to be in the future.

#### Uncovering customer & employee needs

What do your customers value, want, and need from your brand, product, or service? Do your employees have all they need to provide a great customer experience? We guide you in gathering the insights needed to uncover the issues standing in the way of your business goals.

#### Exposing opportunities for innovation

You may already have customer data, but making sense of it is a challenge. What do you do with it to create a customer experience that meets your business goals? We help you explore patterns and gaps in the data to expose the underlying opportunities.

#### Ideating creative solutions

You have ideas for solutions. How do you bring them to life to test with your customers without throwing money away? Through the lens of our customer-centric methodology, we teach you how to develop solutions quickly, cheaply, and easily.



### Working with the Experts provides:

#### Guidance

Expert guidance and individualised attention to help you implement human-centric CX processes within your business. Done on your schedule.

#### Validation

CX detours can waste a lot of time, money, and resources. Confirm with live experts if you are on the right path to reach your CX business goals.

#### Perspective

You are a thought leader who knows that proactive customer-experience increases brand awareness and engagement. Lead the way with help from CX experts who have unbiased views on your problem.

#### Knowledge

Your brand exists because of your customers and employees. Focusing on their needs and values allows you to be agile, proactive, and innovative in filling the gaps in your business ecosystem.

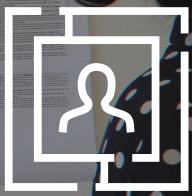
### OUTCOMES

- ▶ Give you the confidence to invest money and resources in initiatives that will have positive customer and business impacts
- ▶ Translate scale and complexity to a simplified actionable map
- ▶ Build increased confidence in leading your team and organisation to be customer-centric so they can do it themselves
- ▶ Maximising the speed of execution - of the right things
- ▶ Learn a new way of thinking and solving highly complex business problems
- ▶ How to stop talking about stuff and start doing it
- ▶ Cut through the complexity

### 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.





# YOUR TRAINERS & TRAINING EXAMPLES



**DAMIAN KERNAHAN**  
Project Director & CEO

Damian founded Proto in 2008 to help large organisations truly understand their customers so they can deliver outstanding service solutions and experiences. He has over 20 years of experience in Customer Experience Strategy and Design, Customer and Design research and Commercial Strategy and implementation.



**KARA WEAVING**  
Customer Centred Design Director

Kara's expertise is in the successful delivery of large scale projects with cross-functional teams. She has significant experience in working on complex programs and ensuring that the most valuable insights are extracted and the most important initiatives are identified, prioritised and progressed.

## REGULAR TRAINING SESSIONS

Our experts will work in-person with you and your team on a regular basis to provide you with tools, tips & tricks you need. More importantly, we will give you the confidence to make the decisions to create a customer-centred business that even your CFO will fund.

