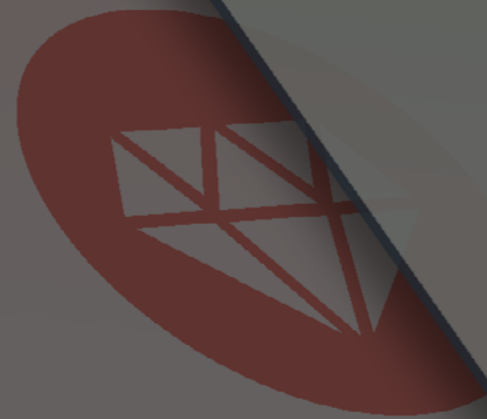


Our promise is simple:

Understand your Customers  
and Grow your Business.

# Customer Intelligence grows your Business.

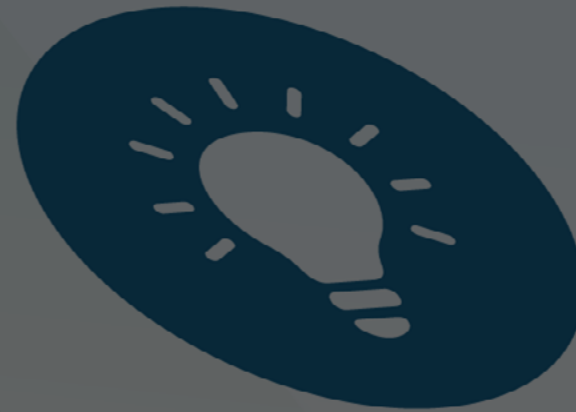
Customer intelligence is built to fuel any organisation who wants to drive business growth and achieve faster results with less effort.



**Why is it valuable  
for customers?**



**Why is it valuable  
for staff?**



**What does ideal  
look like?**

# In a nutshell.

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

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

Customer Intelligence underpins your decision making, provides greater focus to current activities and helps you make much better strategic and day to day decisions.



# Customer Intelligence is a process that helps you really understand your customers so you can start growing again.

It provides a proven method to uncover the truth behind your biggest assumptions - then work towards solutions that help your business start growing again.



# Because your work environment is characterised by:

**Complexity and Uncertainty** – multiple objectives and stakeholders, overlapping jurisdictions, short and long term effects, cumulative effects and high levels of uncertainty.

**Limited resources** – a need to do more with less, often on short timelines.

**Growing expectations** – for quality, consistency and transparency in outcomes from customer understanding.

**Difficult Judgments** – including both subjective commercial judgments about the potential consequences of proposed alternatives and difficult value-based judgments made by decision makers about priorities, preferences and business risk.

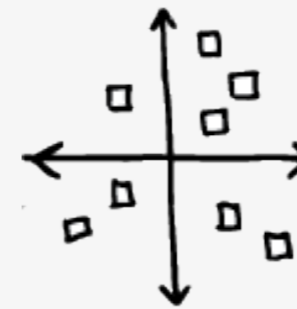
**High stakes** – including commercial, staff, customer and political stakes – and, as a result – intense scrutiny from senior management and other key stakeholders.



CUSTOMER VALUE PROPOSITION



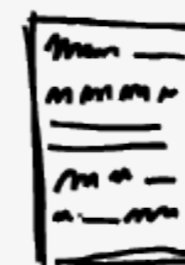
LEAN CANVAS MODEL



RISK ASSESSMENT



MYTH BUSTERS (ranking)



Hypothesis Statement

# It finds the why that opens the how.

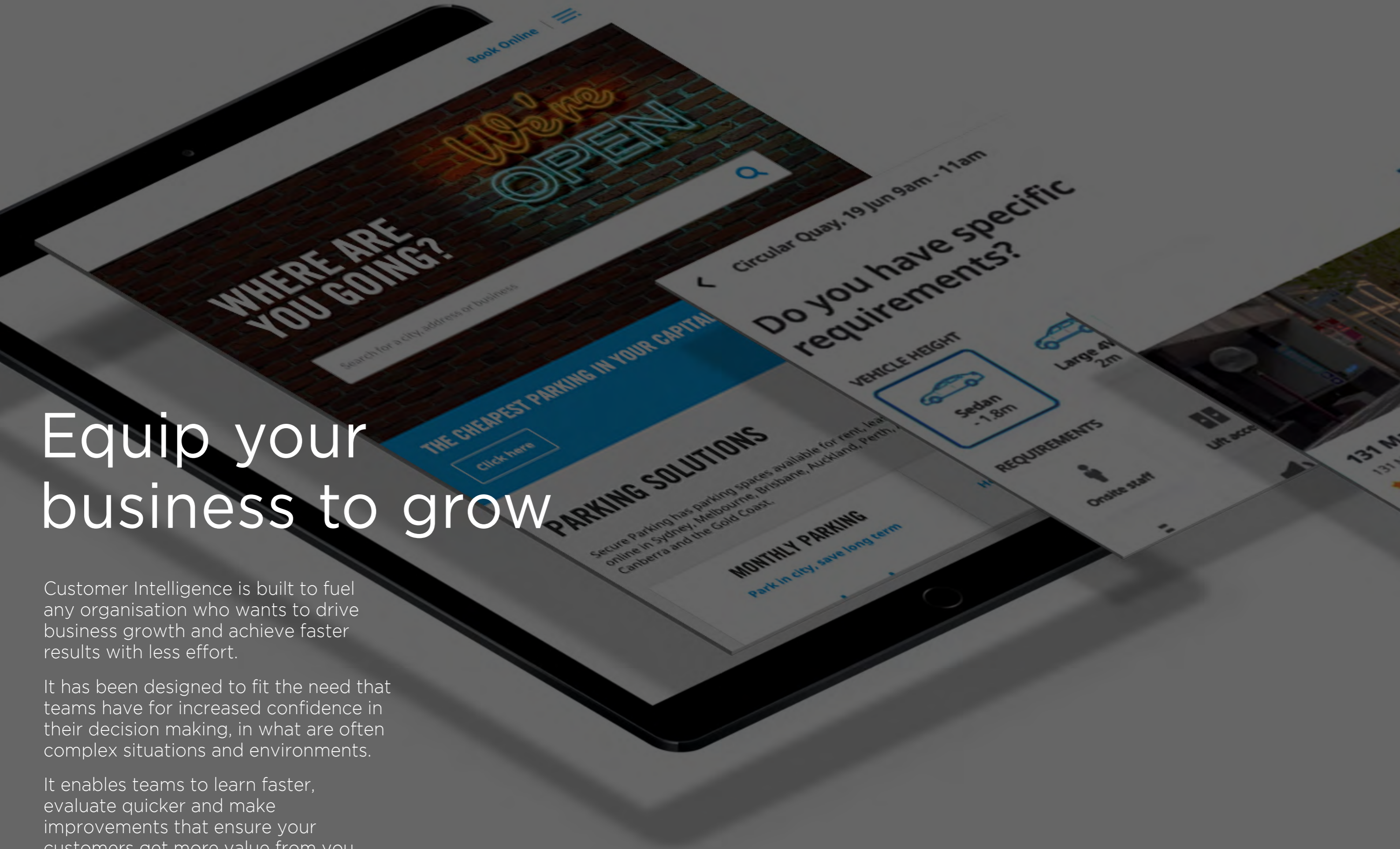


# Equip your business to grow

Customer Intelligence is built to fuel any organisation who wants to drive business growth and achieve faster results with less effort.

It has been designed to fit the need that teams have for increased confidence in their decision making, in what are often complex situations and environments.

It enables teams to learn faster, evaluate quicker and make improvements that ensure your customers get more value from you and you capture more value from them.



# Make it real in a way everyone understands.





# Organisations need to think and operate differently in the 21st century.

Why? The world is complex. People are even more complex. Configuring a business for learning, flexibility and adaptability to meet the rapidly changing demands and expectations of customers is challenging.

Customer Intelligence shows you what the data can't.

It provides insight and clarity on what to do.

It validates the answer with your staff and customers.

It allocates resources that get the biggest bang for your buck.

And it drives the buy-in from the business to deliver it.

**Suddenly, everyone's on the same page.**

# Growth orientated organisations need fuel in the form of customer insights to grow.

**There is a gap between what organisations want to achieve and their understanding of what's holding them back from getting there.**



The 20th century organisation as we know it is a bullet on a set trajectory towards its target. Its goal is to employ feats of efficiency and standardisation in order to achieve momentum to hit its pre-determined target. The problem is, by the time the bullet is fired, the target has moved or often is no longer worth hitting.

The modern 21st century organisation needs flexibility, curiosity, the ability to react quickly and refocus at full speed. Modern organisations need to be able to find and hit moving targets, that keep changing sometimes within weeks if not months.

Teams are not struggling with speed, but with delivering real value. They need more help effectively defining and understanding what are the right problems to solve for customers. Then employ that speed of execution on the things that really matter to customers and will create value for the organisation and the business.

# Customer Understanding drives Customer Growth.

It gives absolute clarity to leaders who want to know what to do #now, next and later, by translating customer intelligence into customer growth.

We believe in these three key principles:

## One

The secret to business success is being brilliant at understanding customers.

## Two

It requires a structured approach to customer and employee understanding to provide absolute clarity.

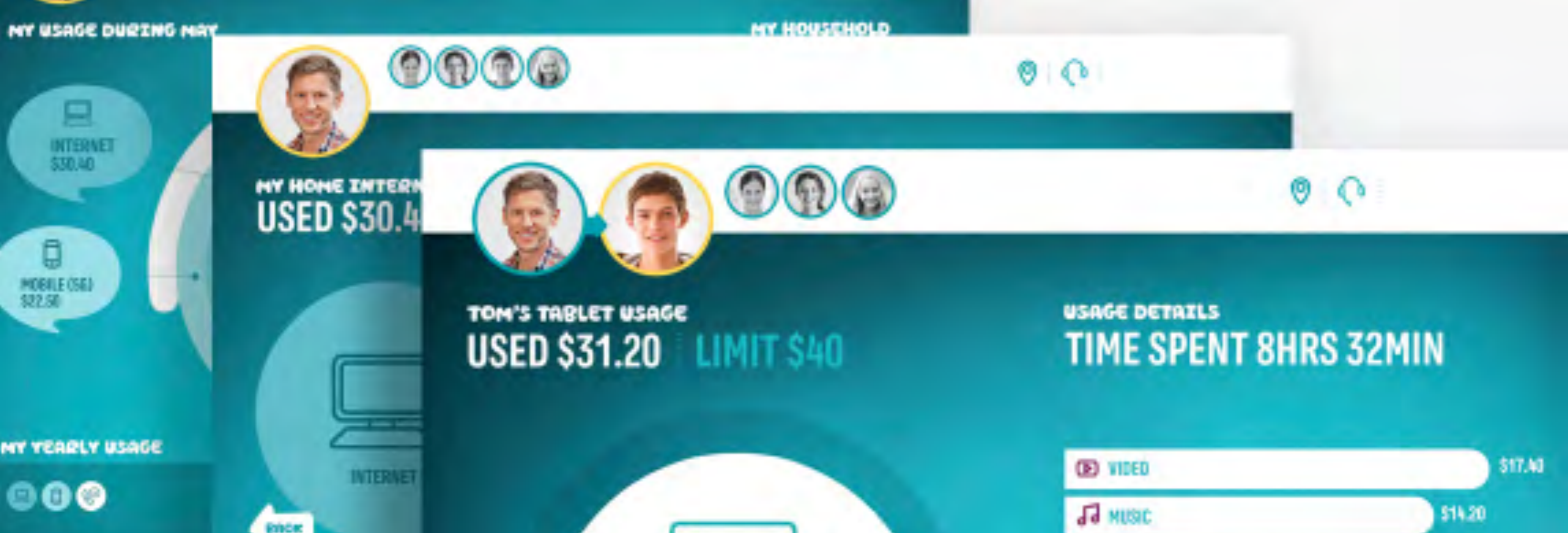
## Three

Committing to resourcing the plan to deliver the growth and ROI is a must.





Insight that lasts  
~~a week, a month,~~  
~~a year,~~ a lifetime.



#### D. LOW COST

Customer Intelligence looks to redesign and improve current platforms, legacy processes or business practices with valuable insights and lower cost improvements.

#### E. CONTINUOUS

The Customer Intelligence process is continuous. We are always sourcing customer feedback, and always collecting behavioural data.

#### F. INCLUSIVE

Sharing data openly with anyone on the team/in the organisation all the time. Everyone is enabled to be the analyst. Anyone can translate the messy ambiguity into a solution. It is a democratic, inclusive model.

#### G. ADAPTIVE

Customer Intelligence is built to fuel the adaptive organisation. It has been tailored to fit the need for continuous input that small teams are dependent upon to learn, evaluate and improve.

# The solution is never in front of you.

Opportunities don't just present themselves. Otherwise you would have acted on them already. They are found in the most unexpected places, often overlooked and undervalued. Proto has a proven record of finding valuable opportunities for clients. That comes from understanding your customer and employee needs, building strong relationships within your teams and fostering an environment where innovation can profit.

Our 12 years of unbroken curiosity since inception is a result of constantly looking for the things that make a difference and a belief that it is our role to protect and enhance the valuable reputations of you and your teams. We continually uncover unexpected opportunities to help you grow. And that's exactly what you should expect.

**Confirm** exactly what problems are to be solved.

**Know** exactly what causes the problems to occur.

**Determine** where, how big and why the problem is being caused.

**Deliver** a foolproof plan to improve growth.

# Understand your Customers and Grow your Business.

## **Proto Partners**

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

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