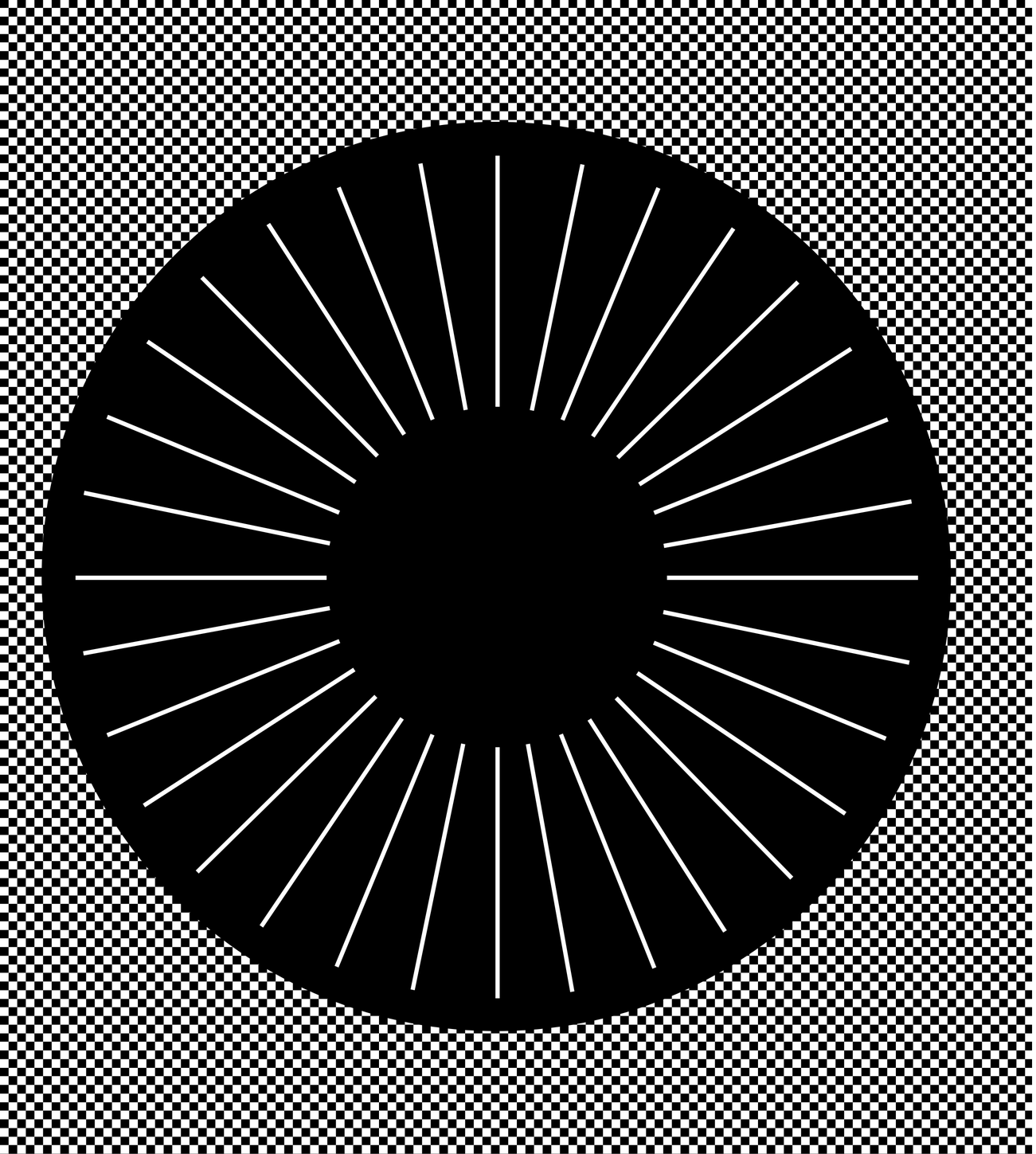
For Consulting Firms Struggling with:

Conversion & Retention Playbook

- Partnerships
- Client Retention
- Modernization
- & an intense Competitive Landscape

this playbook is for you.



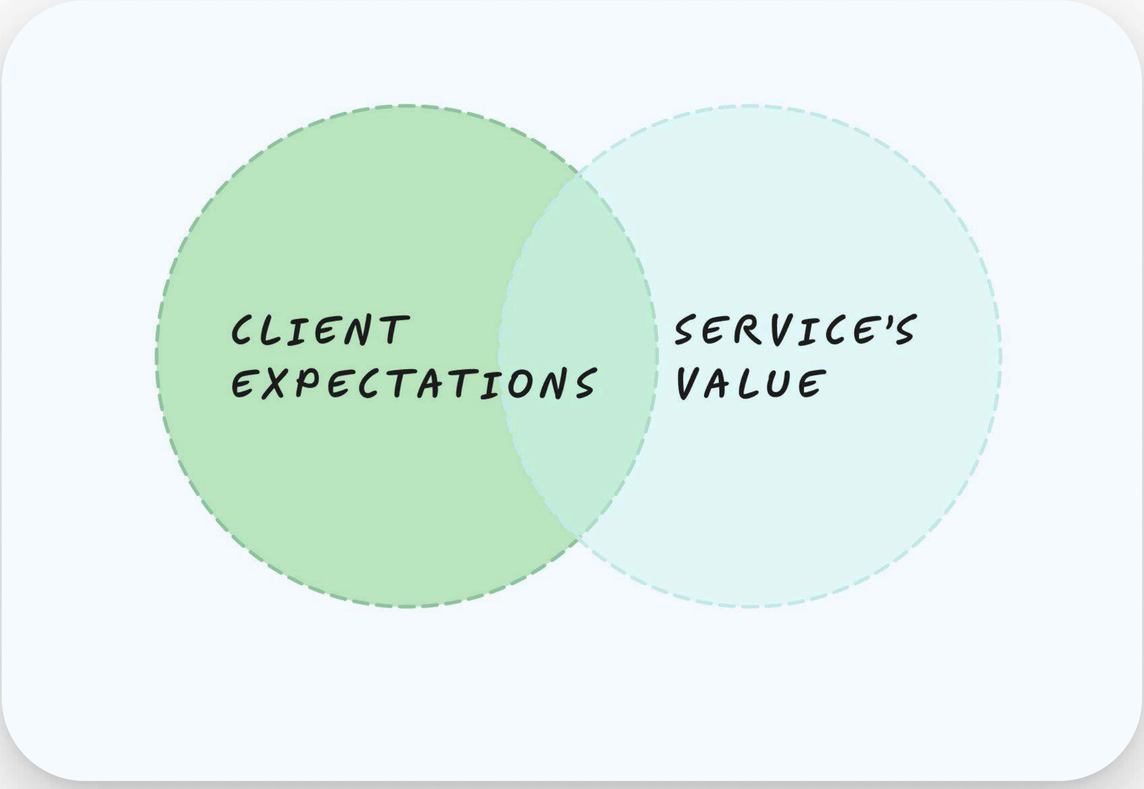
In this playbook, I talk a lot about the end customer.

Your customer's customer. Because success means your customer is happy giving a good service to their customer. okay? A little confusing, so I hope you're with me. Let's go!

Stop the Churn. *with these 5 service methods.* Fast. Effective & Timeless.

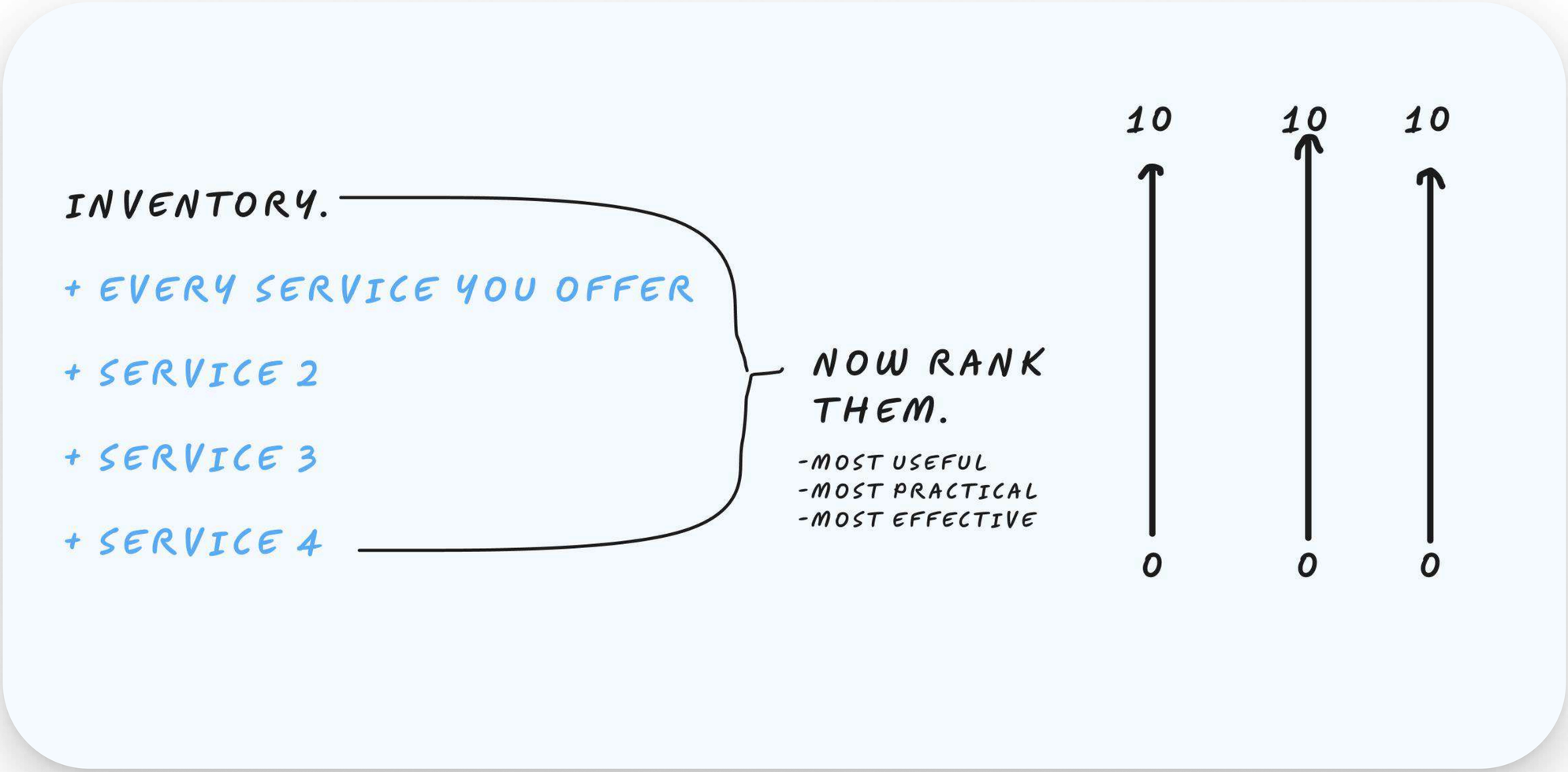
Resource by Alexandra Grisanti · alexandrapgrisanti.co

Method 1. *Win more repeat work* Evaluation.



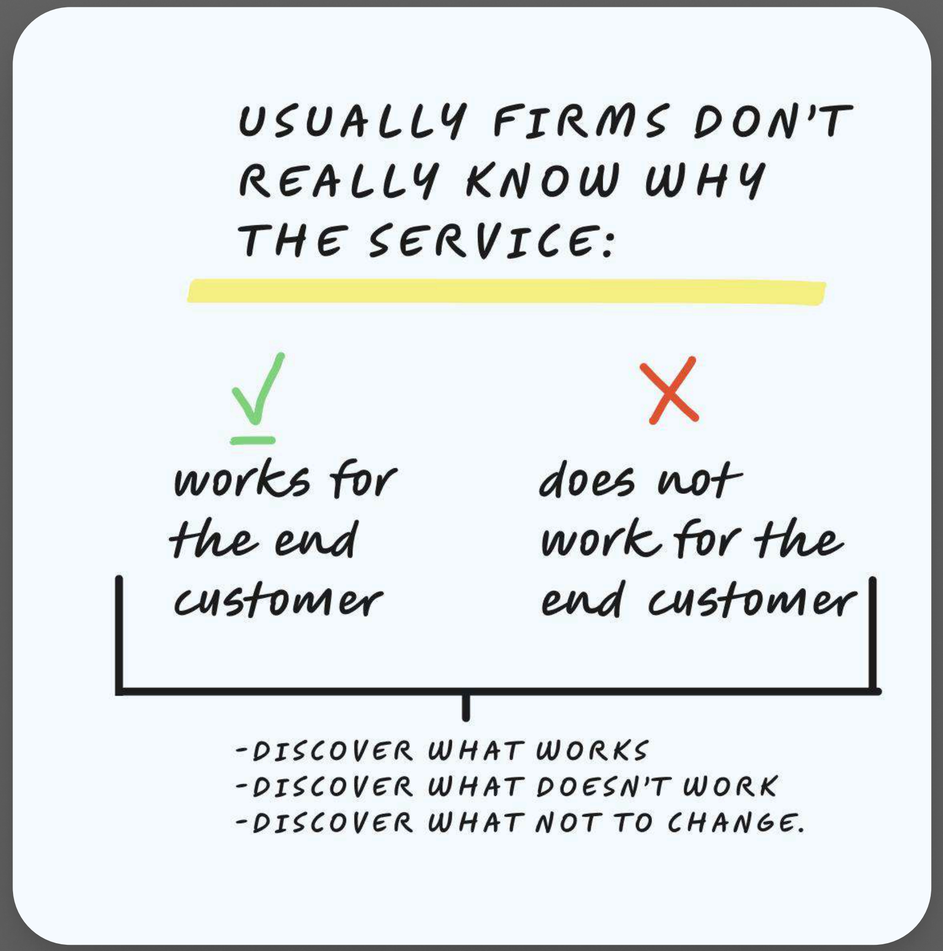
When should you use this method?

If you're thinking this: "If the churn stays high, our valuation won't grow." Than this is the method for you.



How do you do this?

#1 INTERNAL ASSUMPTION FINDING.



Does the client's customer (the end customers) agree with your teams evaluation?

How do they rank the services?

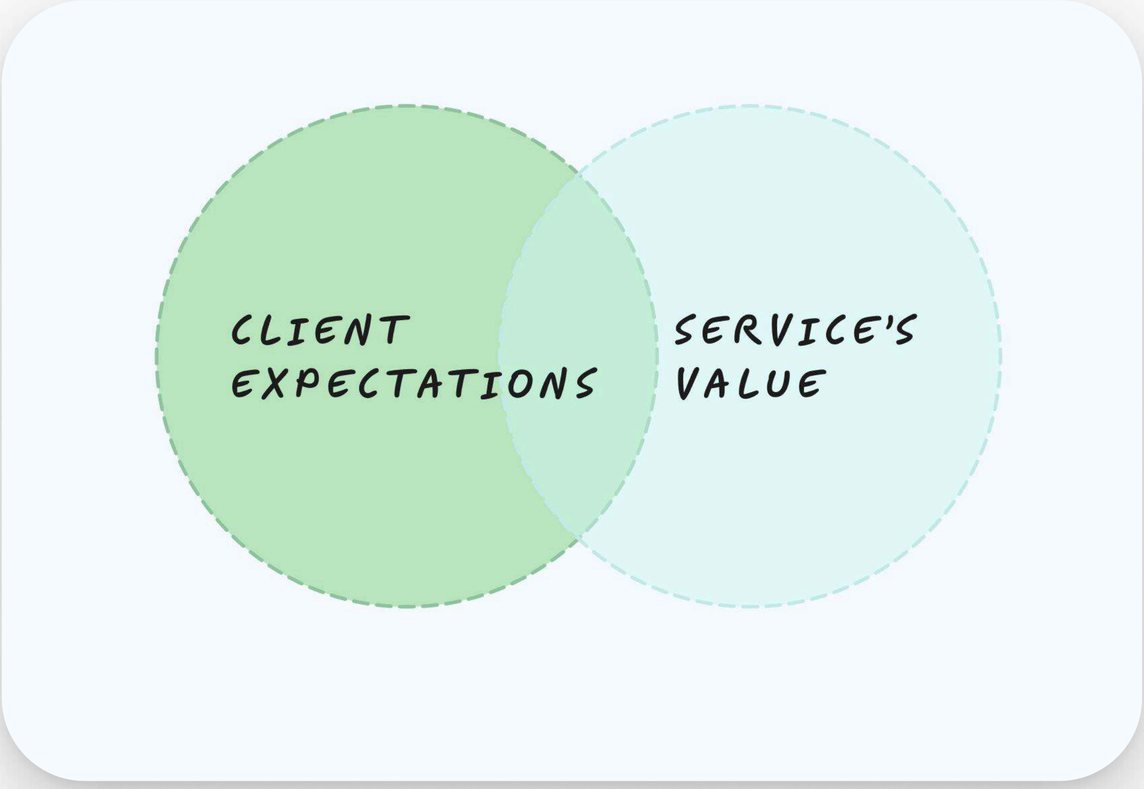
You sell time.

YOU MUST USE YOUR TIME DOING THE RIGHT THINGS.

Your time needs to:

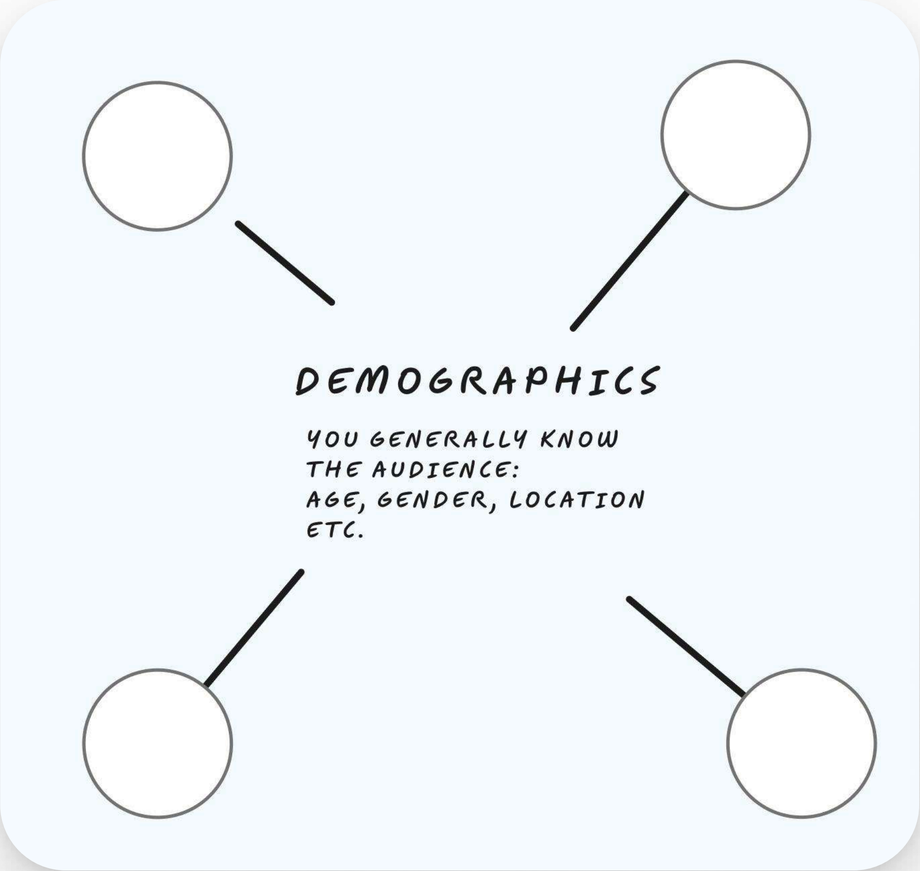
1. Satisfy your client's customers
2. therefore delivering results to those customers
3. so that your client's business does better by partnering with you.

Method 2.
Retain bigger accounts longer



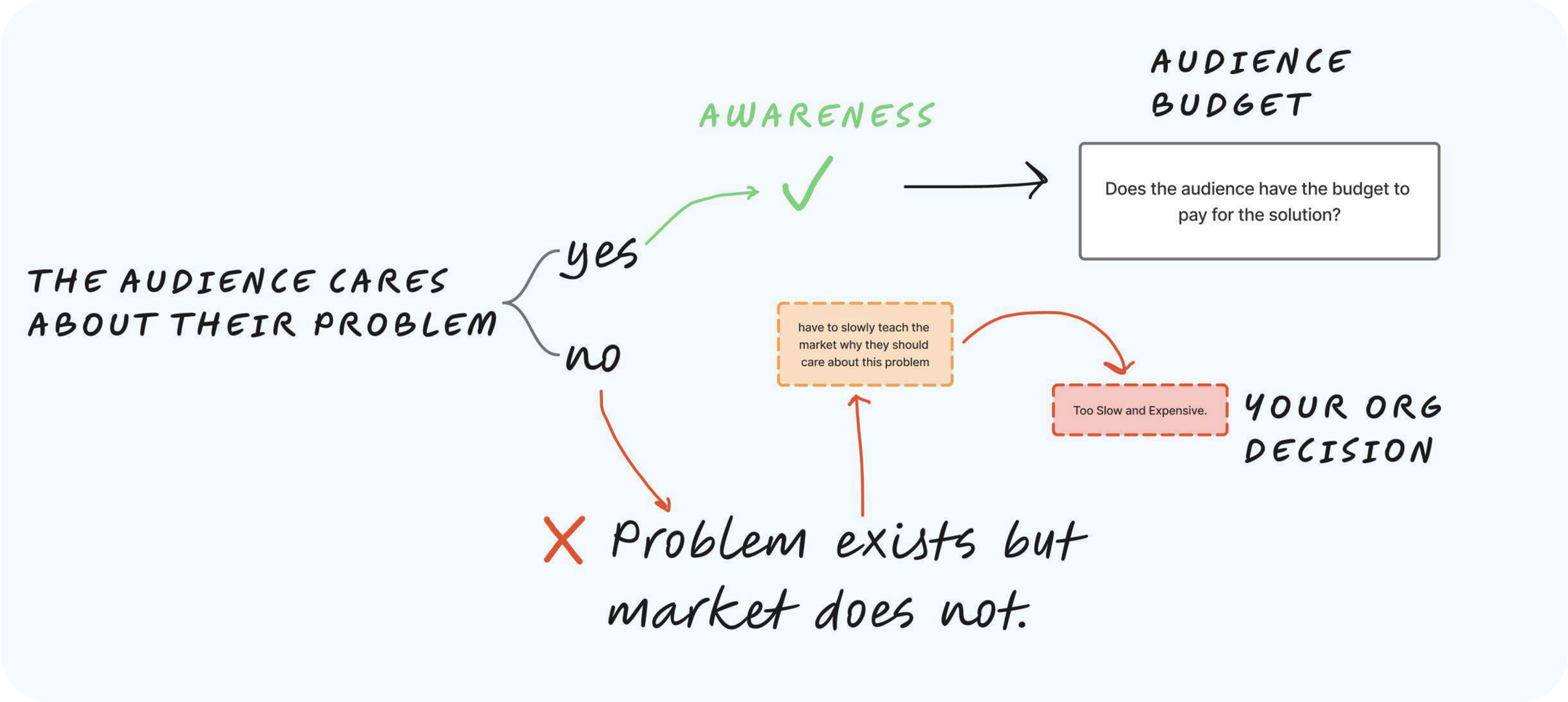
When should you use this method?

When you have found the gaps between service experience and end customer's behaviour, you can begin to fine tune what the customer is enjoying or needing.



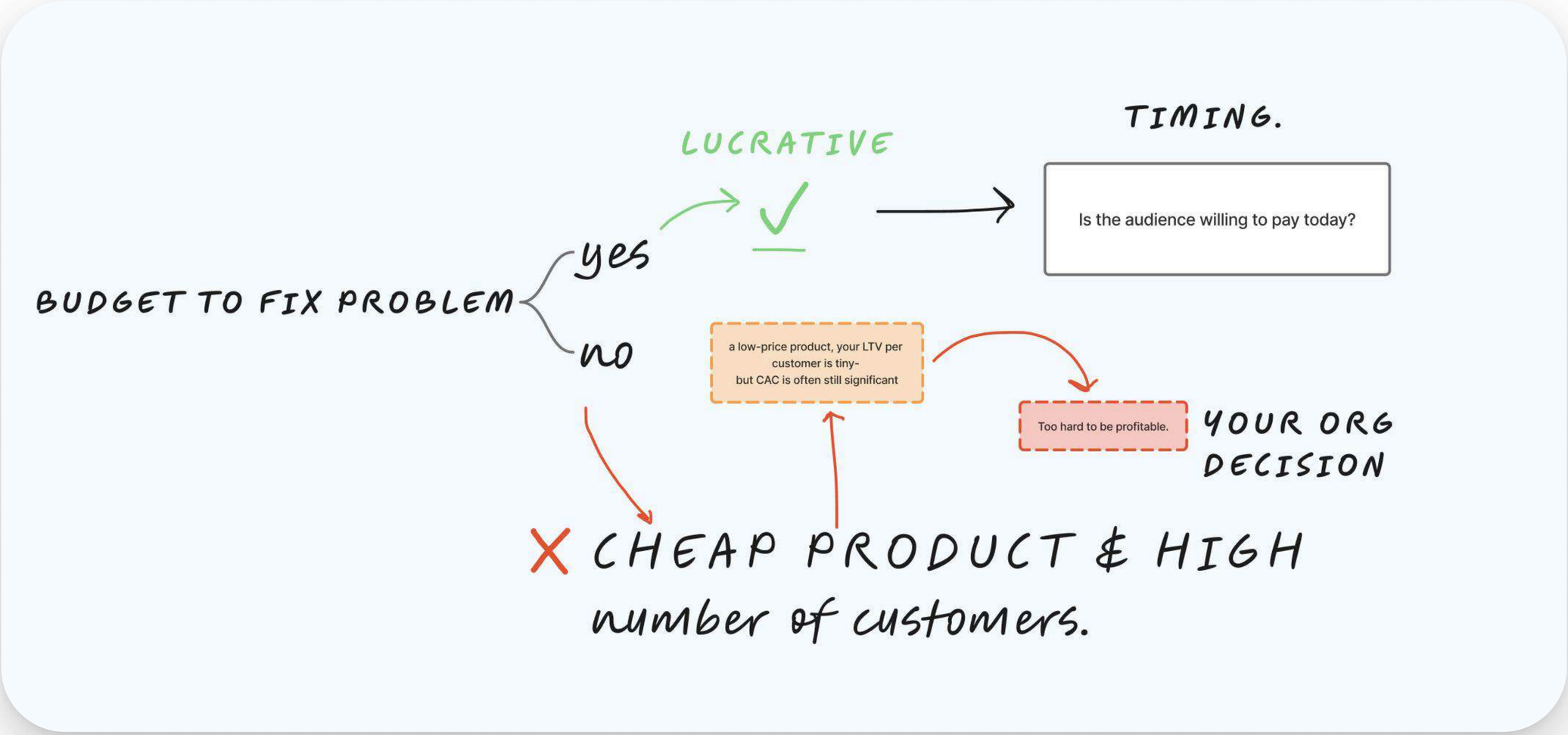
How do you do this?

Validate with a market desirability survey.



Value Prop

FLOW CHART.



Value Prop

FLOW CHART.

Then there is a Good Market Viability

Your delivery.

YOU MUST USE YOUR DELIVER A CLEAR PRODUCT OF VALUE TO THE END CUSTOMER.

Your service needs to:

1. Deliver something that your client's customers wants to pay for.
2. Your client gets the credit for this innovation.

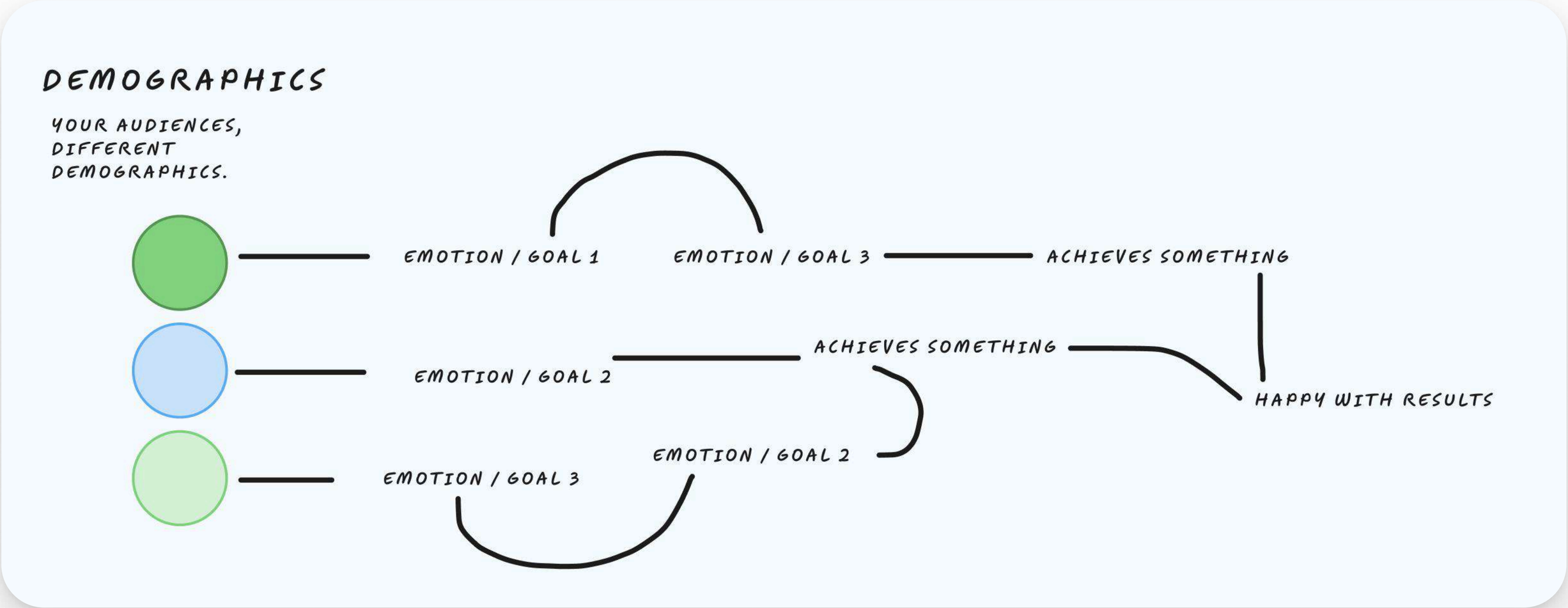
You want to add more value by building upon things the customers already likes about the service.

(In general)
Time or money spent using the x service = the service's value.

Method 3.
Differentiate against low-cost competitors
The End Customer's journey.

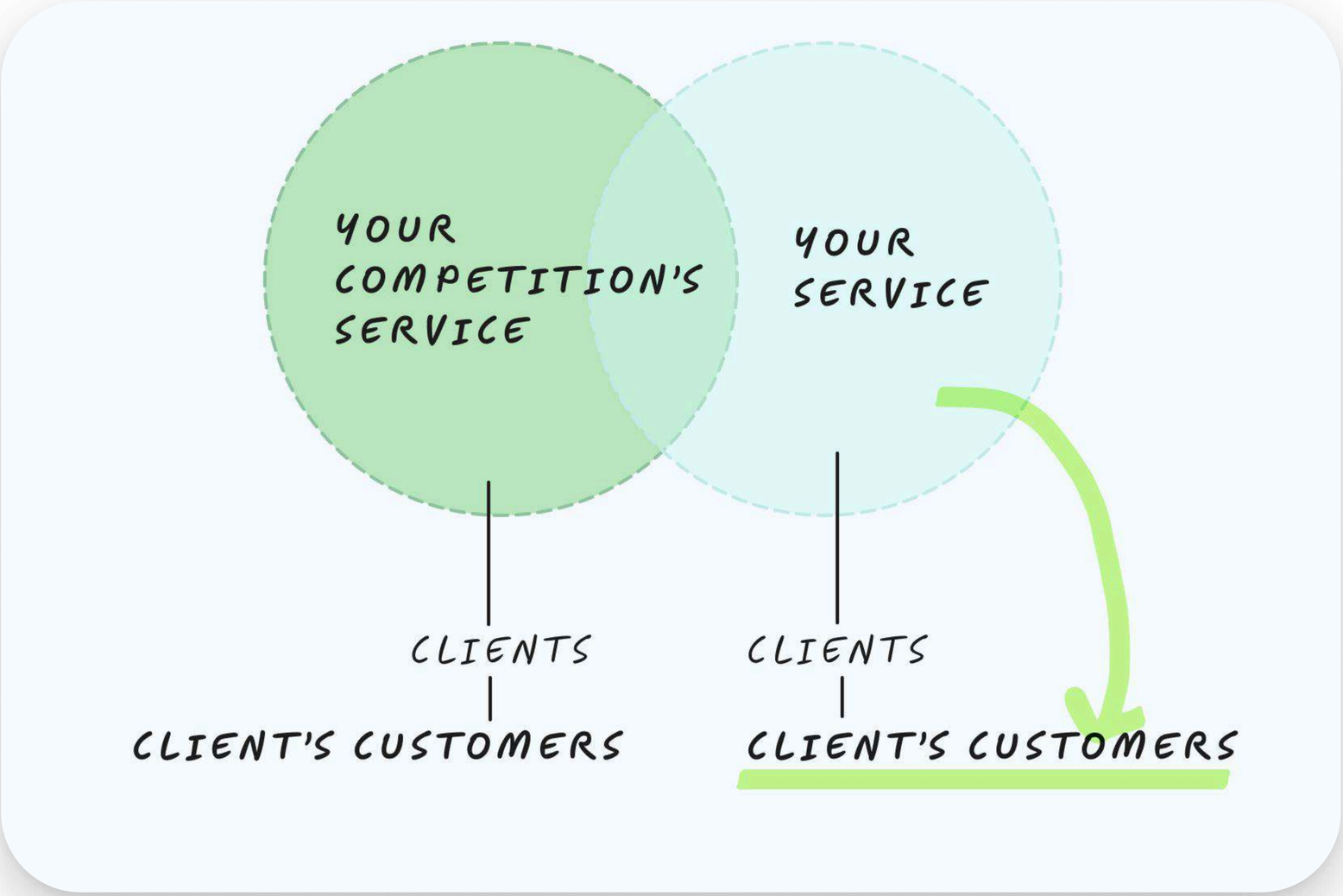
When should you use this method?

When you have identified several refinements of the service that will give the end customer more value compared with your competition.



Customer Experience Journey

DIFFERENT DEMOGRAPHICS, THEIR GOALS AND HOW THEY GET THERE. EACH TOUCHPOINT.



How are you making the end customer's life better? more than your competition is?

You sell time.

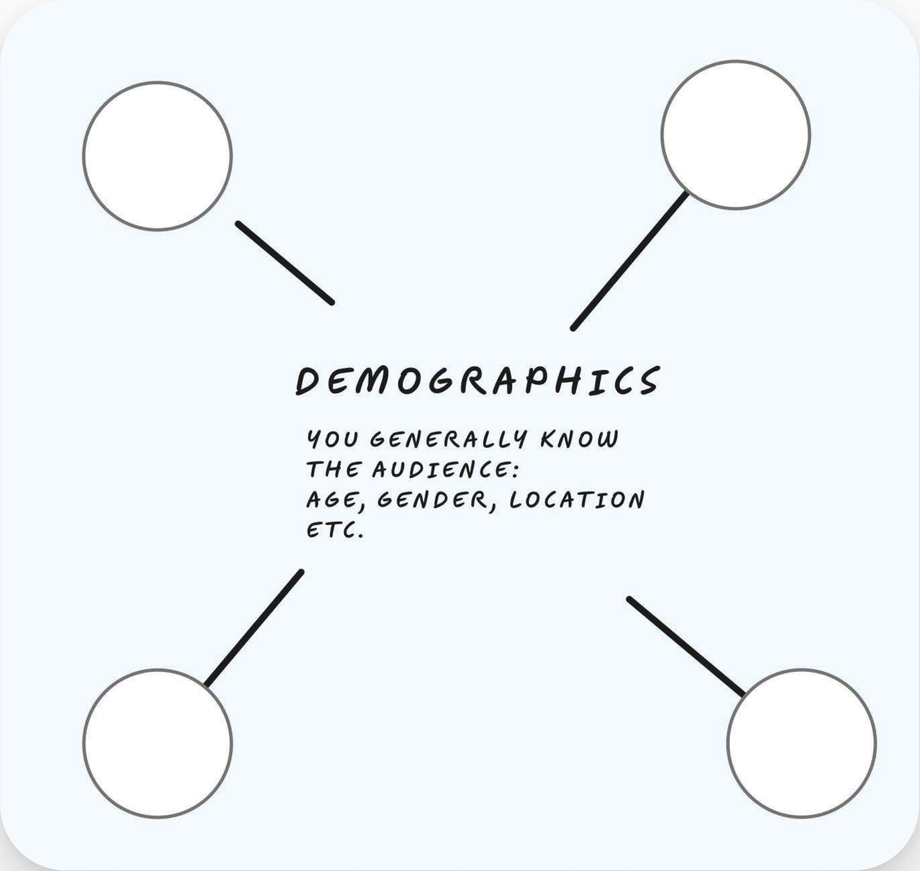
YOU MUST USE YOUR TIME PROVIDING YOUR CLIENT INSIGHTS ON THAT END CUSTOMER.

Your time needs to:

1. Satisfy your client's customers
2. therefore delivering results to those customers
3. so that your client's business does better by partnering with you.

Method 4.
Validate the new Customer Journeys

You cannot assume that now that you think you have increased the value of the service, that you have actually done that. You must validate the new customer journey or you can make the service worse.



Build surveys to test it.

or a few experiences if you have different customer journey ideas & test them.

Did the customers understand the value?

Did they think it was useful? What is it useful for?

Did it satisfied the needs you found in Method 2?

Method 5. *Take it all apart.* Staging.

Now you can slice this into small pieces and parts.

You have enough evidence, proof and direction to excite your partners again. You can start increasing value with every quarter.

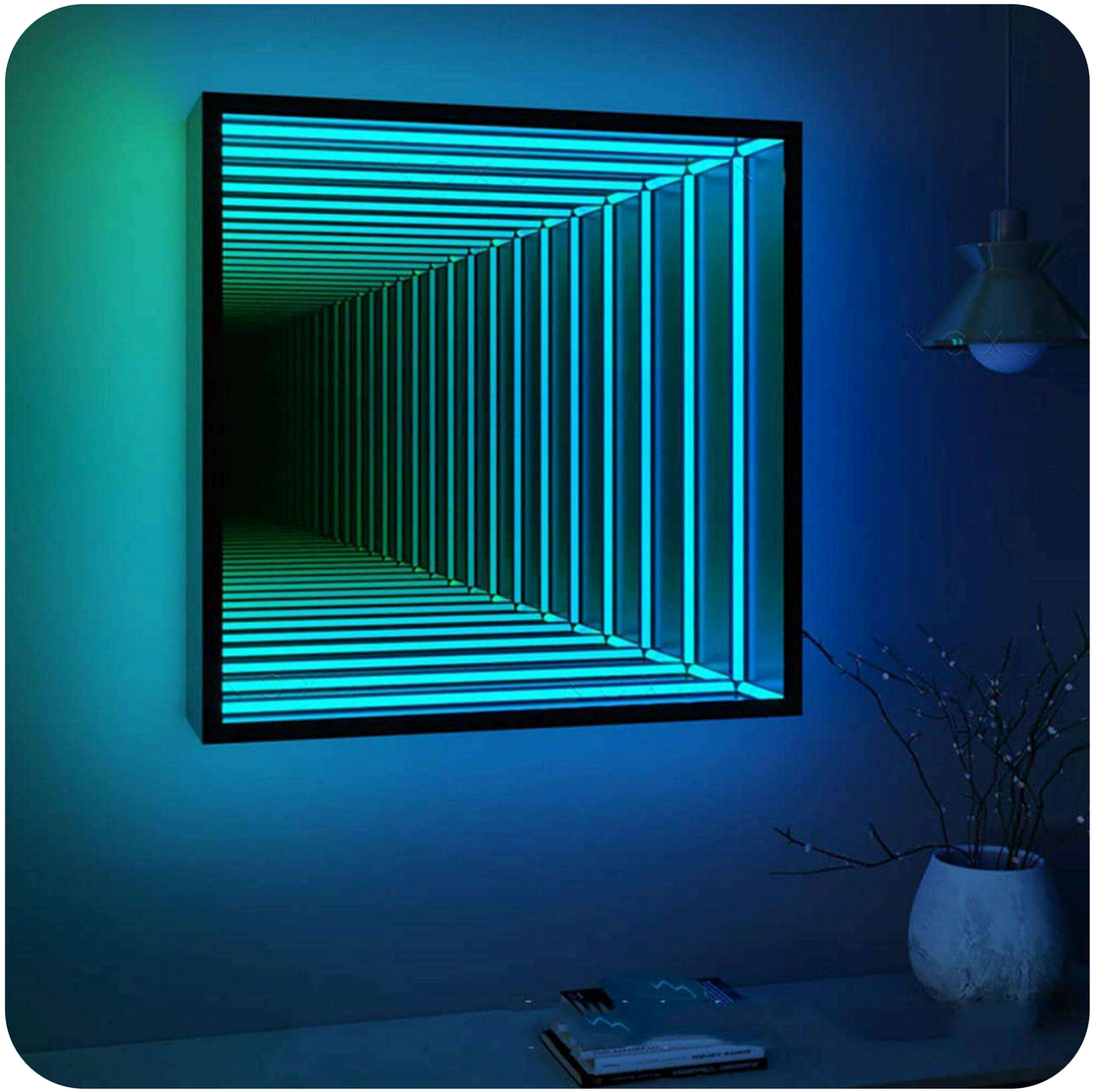
NOW YOU KNOW:

✓ WHAT WORKS ABOUT THE ORIGINAL SERVICE

✗ WHAT HURTS & HOW TO FIX IT.

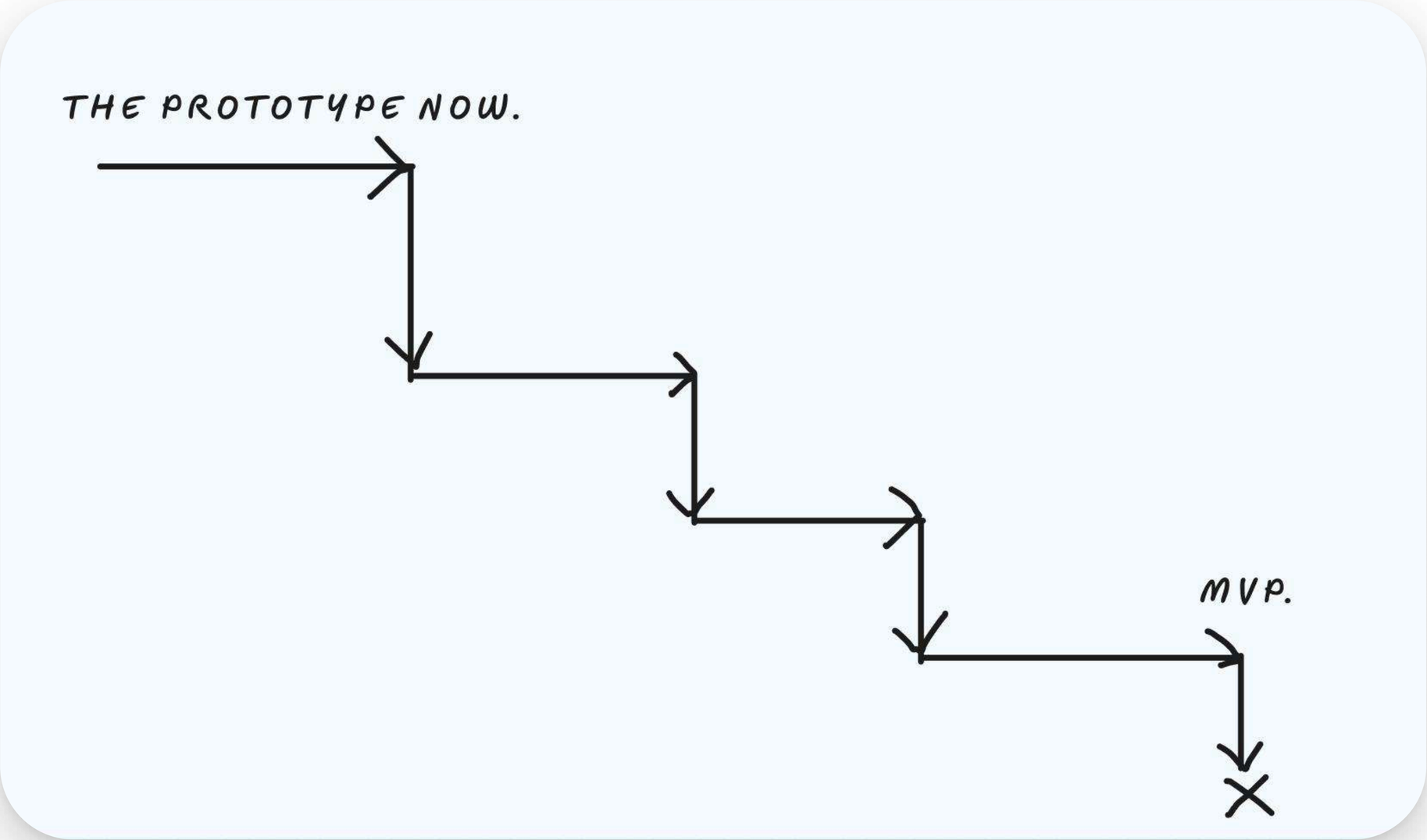
✓ WHAT THE CUSTOMER WANTS!

✓ WHAT WILL INCREASE LTV



You found traction & direction.

Visualize the new impact.



Break it down.

INTO SMALL ITERATIONS AND DEVELOPMENT PIECES.

Hope this helps!
5 methods to identify churn.

Monitum DJUNGO GROWTH HEUBEL zwapgrid Future FOOD Makers FLOWER

Hello! I'm *Alexandra.*

Product designer based in Stockholm, Sweden.

Thanks for your time!

Wishing your team all the best! I am here and available if you'd like to collaborate on something.