# Creating a CUSTOMER-LED BUSINESS

## MARKETING + IT PROJECT MANAGEMENT

Customer focus has always been important. Today however, customers are firmly in charge of when and how they interact with your business. You need a marketing-savvy project manager to ensure your projects deliver a seamless path- from attracting customers to service/product delivery, in the ways your customers demand.

#### **ABOUT CHRIS FRITH**

Chris Frith is an experienced Digital Business Consultant specialising in marketing and project management.

Chris' marketing and technology background means he can cover off the business/marketing objectives while working with the technology side (IT, vendors, developers, etc) to find the best solution for your business.

#### **KEY STRENGTHS**

- Experienced project manager
- Marketing, technology background
- Complex, multi-systems experience
- Software/web development projects
- Flexible engagement model

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#### **CUSTOMER-CENTRIC PLAN**

Developing the plan that will underpin your project:

- Analysis/review of current state
- Digital Marketing plan
- Systems gap analysis



#### **VENDOR SELECTION**

Selecting the developer, system vendor, specialist resource that best fits your business and project requirements.



#### **PROJECT MANAGEMENT**

Planning and coordination of internal and external resources to meet time and budget objectives.

Harmonising your Digital Marketing + Back office systems for BETTER CUSTOMER OUTCOMES.



## Chris Frith - Digital Business Consultant

# How we can help

#### Having good products/customer focus is no longer enough.

Success requires knowing the 'person' behind the customer and creating the touch points to effectively communicate with them throughout their journey—from first interaction to repeat customer. **PLUS** YOUR BACK OFFICE PROCESSES/PLATFORMS MUST WORK IN CONCERT TO DELIVER A SEAMLESS CUSTOMER EXPERIENCE.

Plan development  $\rightarrow$ 1.

### The aim of the plan is to deliver a seamless customer experience.

Analysis/development of your digital marketing plan that will attract your target market and define the touch points on the journey towards them becoming a customer. This journey is then mapped to your platforms to identify gaps/areas for improvement.

We'll then work with you to develop implementation solutions that suit your business/budget.

## 2. Coordination Plus

#### We save time/costs and improve alignment.

Our advantage is that we can cover off both the business and implementation sides. We not only coordinate the activities of your staff/vendors, but can also prime activities (e.g. drafting initial copy, base design outlines, or data flows, etc.) so that they can hit the ground running.

As a result project alignment and communication is enhanced leading to better outcomes.

## 3. Platform replacement

#### Choosing the right platform(s) for your business

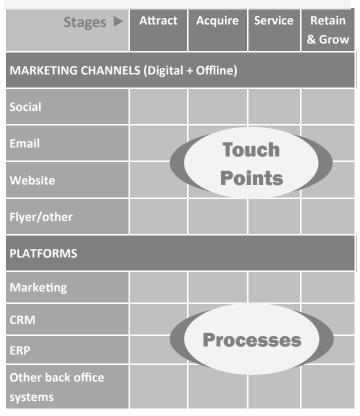
Today's cloud-based applications better enable you to create a seamless experience for your customers and transform your back office operations.

The challenge however, is the sheer variety of vendors and functionality (single purpose Vs all-in-one) can making choosing the right one difficult.

We guide you through the process of selecting the platform/vendor that fits your business. We can then project manage the implementation, acting as your advocate—saving you time and hassles.

Customer Journey Map

Helps structure your interactions with the person behind the customer.



#### Phone Chris today to discuss your project. Free initial consultation

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