

# 1 Perceptions

We'll spend time with you - understanding the status quo. Your brand, comms and existing customer experience as you see it. This is our starting point.



# 2 Reality



Here's when we get your customer to tell us their reality - how they actually feel when they interact with your brand. This tells us where the brand and experience gaps exist.

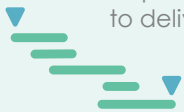
# 6 Always on

Dashboard creation and reporting - making sure that we're delivering to the plan and course correcting where necessary.



# 5 Making it happen

The combined weight of our creative and technical capabilities comes together to deliver to the plan.



# 4 Requirements and mapping

We'll then recommend the right blend of brand, creative, service design and tech requirements to 'fix' the gap - and we'll agree what success looks like for your brand.



# 3 Redesign

The alignment of perceptions and reality - our recommendations for the change that needs to take place.

