

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



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.

Contact Chris today

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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.**

1. Plan development →

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.

Stages ▶	Attract	Acquire	Service	Retain & Grow
MARKETING CHANNELS (Digital + Offline)				
Social				
Email				
Website				
Flyer/other				
PLATFORMS				
Marketing				
CRM				
ERP				
Other back office systems				

Touch Points

Processes

Phone Chris today to discuss your project.

Free initial consultation

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