

Are You Looking for **Scale and Momentum** in Your Business?

Do you want to create the **customer experience** that gets the **best results** - more sales, more loyalty, greater profits?

If so, meet **FlightCheck** - our step-by-step approach to planning your bigger future.

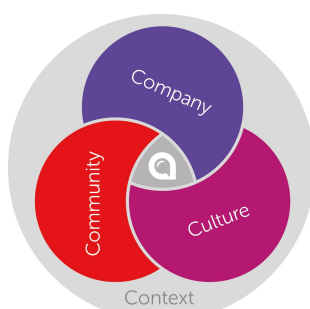
Introduction

FlightCheck is our discovery process - usually the first step towards a full engagement with Airbase to deliver customer experience and communications automation.

Working with you and key colleagues and stakeholders in your business, we'll uncover opportunities for developing existing processes to deliver consistent and reliable results.

This outcome-focused engagement brings increased clarity to existing processes and opportunities in the business, and highlights key actions for making further improvements.

The Process



4Cs Strategy Framework™

The FlightCheck process uses a combination of research and online interviews and workshops. We'll pair this with our 4Cs Strategy Framework and other tools as needed to help identify the bottlenecks, challenges and opportunities for bringing **increased scale, momentum and leverage** to your business.

The resulting report will provide a roadmap you can use immediately or in the future to implement customer experience and communications automation in your business.

Programme Overview

1. Your Destination

No journey to growth is possible without a clear picture of the destination. So in this first step, we'll review and clarify your business objectives, sales targets and customer profiles.

2. Planning the Route

Next we'll review your current processes and map out a plan for getting where you want to go, covering areas such as:

- a) The customer journey and lifecycle
- b) Milestones, marketing channels and customer touchpoints
- c) Priorities: where are the quickest wins?

3. Fueling Up

At step 3, we'll take a detailed look at the data that fuels your sales and marketing, including:

- a) Existing customer data
- b) Customer value: understanding first/early transaction and lifetime values
- c) Leveraging existing data: uncovering opportunities already in your business
- d) Sales pipeline review

4. Instrument Check

Finally, we'll review your current performance and suggest potential for development, innovation and improvement, including the following areas:

- a) Lead generation: where and how do you/can you generate sales?
- b) Lead management: maximising sales conversion
- c) Customer lifecycle and retention

Investment

Your investment for FlightCheck is a small one-off fee of £1500 + VAT.

Or you can get it for free...

Should you choose to continue with a full engagement with Airbase to deliver your fully engineered, results-driven customer experience, 100% of your investment in FlightCheck will be offset against your first month's fee.