REDFLANK

To survive rampant inflation and rising interest rates you need to predict which customers are getting ready to jump ship.

To succeed you will have to identify, quantify, and retain those customers that add to your bottom line.

1 | PROBLEM

Customer spending impacted by runaway fuel and food prices, rising interest rates, and rampant unemployment

2 | INSIGHT

Customer intelligence that we generate

Diagnose customer issues

Flag customers you are about to lose

Model customer profitability
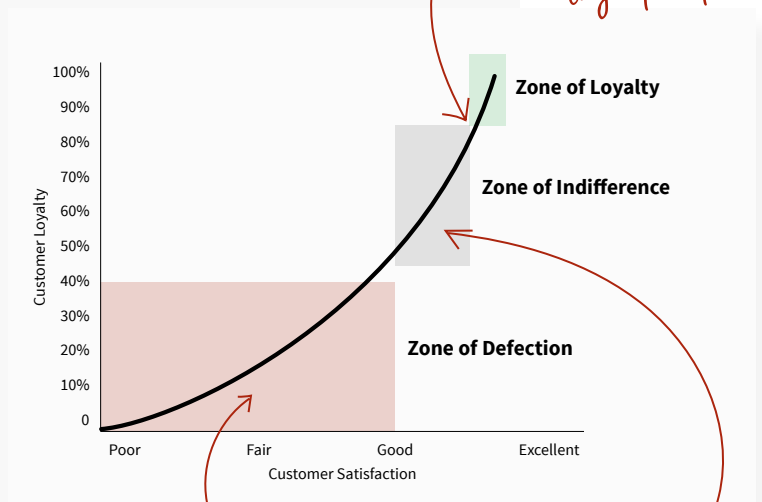
Identify dissatisfied customers

Recommend strategies

How we do it

Diagnostic surveys	Interviews
Data analysis	Heatmap analysis
Focus groups	Predictive models

For how much

Actionable outcomes from R100,000

Why are some of your oldest customers ready to jump ship?

What makes your customers most unhappy?

Did you know your most profitable customers are lukewarm about your company?

Chart: Customer Loyalty (y-axis, 0 to 100%) vs Customer Satisfaction (x-axis: Poor, Fair, Good, Excellent)
- Zone of Loyalty
- Zone of Indifference
- Zone of Defection

3 | ACTION

Act immediately to retain those customers flagged as likely to leave	Profile and segment your customer base	Tailor customer contact and customer experience based on these customer segments to maximise customer profit contribution

OUR CUSTOMER EXPERIENCE OPTIMISATION TEAM

Our team has extensive experience as consultants and executives at various multinationals

Valerie Webley
Customer Experience Specialist

32 Years Experience

Ex Head of CRM at BMW, ex Service Excellence Head at Accenture. Projects include Mercedes, Natwest, PWC.

Lings Naidoo
Customer Analysis Specialist

26 Years Experience

Ex Accenture; Projects include Ford, Caterpillar, Barclays.

Khomo Mokhobo
Finance Specialist

35 Years Experience

Ex Finance Director at General Electric, ex VP Finance at Lonmin, ex audit at Deloitte and W&Y

Etienne van Wyk
Customer Strategy Specialist

24 Years Experience

Ex Accenture; Has worked on Projects for Barclays, World Bank, National Treasury.

OUR COMPANY

Redflank is a research and strategy consultancy based in Johannesburg, South Africa

Our offerings include client-centric strategy, research, profiling, data analysis & modelling, customer experience design and operations development

Our customer research includes 4 482 consultations on behalf of our clients

OUR EXPERIENCE

We have successfully delivered 217 projects over the past 15 years, including for the following organisations:

Private Sector

Public Benefit Organisations

Government

TAKE THE FIRST STEP

→ Apply for a **free initial consult** with our Customer Optimisation Team to decide whether our offerings are appropriate for your company

→ Request a short **pulse survey** for you to conduct by yourself with a small sample of your clients to assess whether further customer research/analysis is required

Get in touch