



promises  
delivered

*Get in touch to see how  
we deliver on our promises...*

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april  
fresh thinking brought to life



# fresh thinking

- 4 – 5**    **april proposition: value through customer strategy**  
Putting customers at the heart of your strategy development, to create and deliver promises that customers really value.
- 6 – 7**    **april consultants: customer and business literate**  
A unique fusion of creative customer thinking and business consulting expertise, for a new kind of strategy.
- 8 – 9**    **april offer: customer research and business insight**  
Incisive new insight, using customers, staff and market experts as partners in innovation.
- 10 – 11**    **april offer: strategic innovation**  
Developing innovative strategy through immersion in the customer perspective and skilled senior team facilitation.
- 12 - 13**    **april offer: service, experience and new product design**  
Design of new products, services and customer experiences across all channels and touch points.
- 14 - 15**    **april offer: strategy implementation and culture change**  
Aligning the organisation to deliver on its promises, and embedding a customer-focused, innovative mindset.

# brought to life

At april we inspire organisations to be great at giving their customers what they really want. By helping them to create and deliver promises that customers truly value.

Creating and delivering promises demands innovation. It starts with fresh thinking. New insight into changing customer needs, and the capabilities you need to meet them. Real innovation is rooted in reality. The reality of making it happen day-in, day-out. The reality of seeing your promises profitably brought to life.

Doing this brilliantly demands a fresh approach, fusing the discipline of a smart management consultancy with the innovation and spirit of a creative agency.



# customers create value

You can strip assets, leverage synergies and cut non-essential costs. But in the end, real long-term value is only created by selling more, to more customers.

Wouldn't it be perfect if you could just align your customers right up against your corporate plans? It's a pity, but in the real world customers aren't quite that compliant. So instead, your strategy should start with your customers. They may not be able to tell you exactly what they want. But they'll certainly tell you what they don't. Put yourself in your customers' shoes, and experience it for yourself.

We will help you to generate fresh, new insight, using your customers as active innovation partners. Together we'll shape your strategy around that insight. Then we'll guide you in lining your business up to keep delivering more of what your customers really want.

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**insight:** into your business and customers  
**innovation:** create winning strategy together  
**implementation:** align the organisation to make it happen

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When you work with april you could end up with someone like this running your company. He's your customer. And just like the rest of us, he's not a rational being. If we were, we wouldn't watch 'I'm a celebrity...', eat two eggs for breakfast every day or pay extra for a branded trainer. But we do. At april, our job is to bring this chap, and people like him, into your boardroom. To help you to see how they feel. To put your customers at the heart of your strategy development.

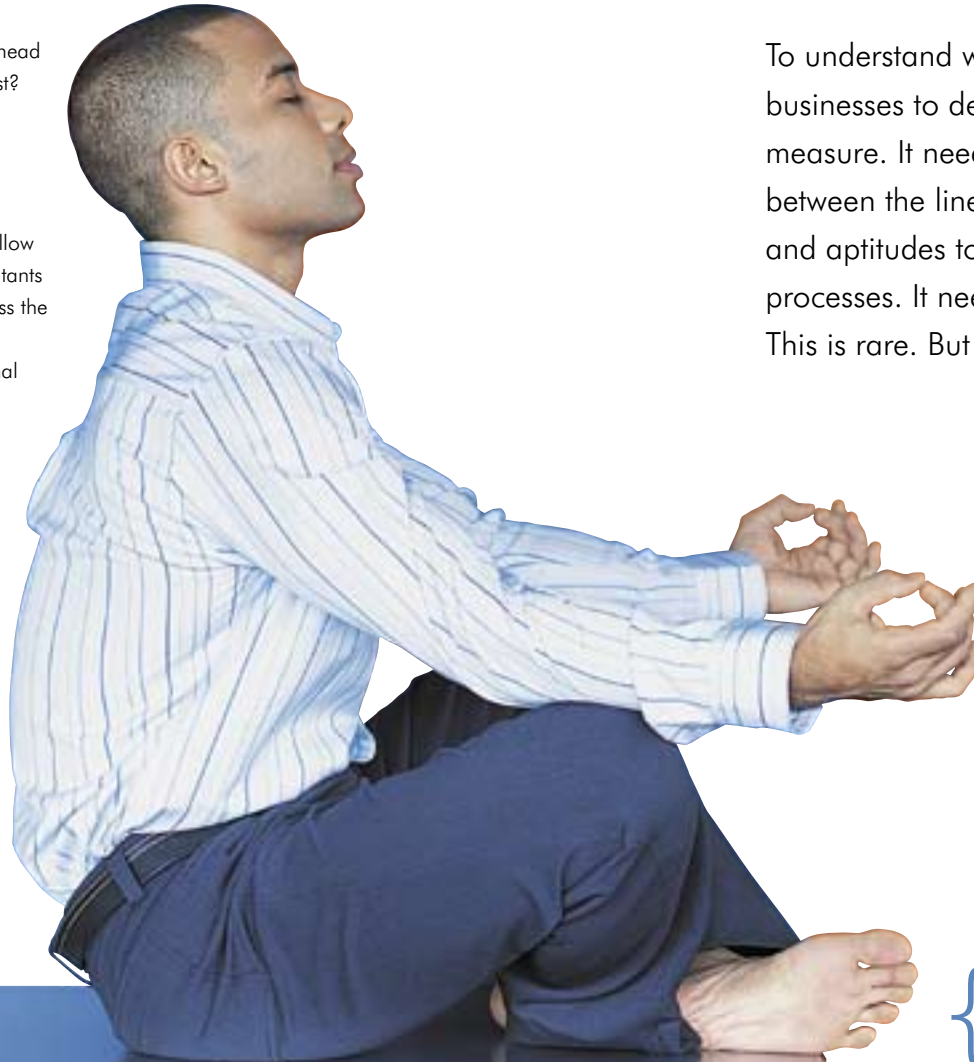
{ When did you last hear someone in your organisation ask 'how could we really thrill our customers?' }

# left brain, right brain, in perfect balance

Your heart tells you one thing and your head tells you another. Which one do you trust?

Customer-led strategy demands that you trust both. We need to understand the feelings that make people do the things they do, and the processes that allow an organisation to function. april consultants have experience that allows them to cross the boundary between creative thinking and analytical process, bridging the emotional and rational aspects of business.

A new kind of consultant for a new kind of strategy.



To understand what customers feel they want and to align businesses to deliver it calls for creativity and rigour in equal measure. It needs emotional literacy and the ability to read between the lines of a profit and loss account. It needs the tools and aptitudes to translate customer emotions into quantifiable processes. It needs both sides of the brain working together. This is rare. But you'll get it when you work with April.

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*april gave us both creativity and sound business sense, which we've never had from one firm before. They were equally at home running creative client workshops as they were facilitating board meetings.*

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Global  
professional  
services firm

{ Would your usual management consultants recognise a customer if it bit them? Would you trust your advertising agency with your three year plan? }

# two ears, one mouth, no stone unturned

Have you met too many consultants who seem to know the answer to everything? We have. And often before you ask the question. But being clever isn't the same as being smart. Our view is that every problem has a different answer and the best way to get started is to shut up and listen for a while. Listen to you, to your customers, to your people, to your partners, to your competitors, to your shareholders, to the media.

The answer is in there somewhere. The less we talk, and the more we listen, the more likely we are to find it.



*april brought a completely fresh approach to consumer research that helped us to unlock significant new value, both for us and for our consumers.*

Global  
FMCG brand

Research and insight are at the heart of what we do, and a core skill of the april consultant. Whether that's facilitating customer groups or digging around in your R&D department. But it's not just us turning over the stones looking for bugs.

By bringing you and your customers together, by looking at your organisation from new perspectives, we help you to unearth insight that a traditional consultancy would never uncover.

Wouldn't you like to work with a consultant who would occasionally shut up and listen?

# you can't get there from here

Man, "What's the best way to <big city>?"  
Farmer, "Well, I wouldn't start from here."

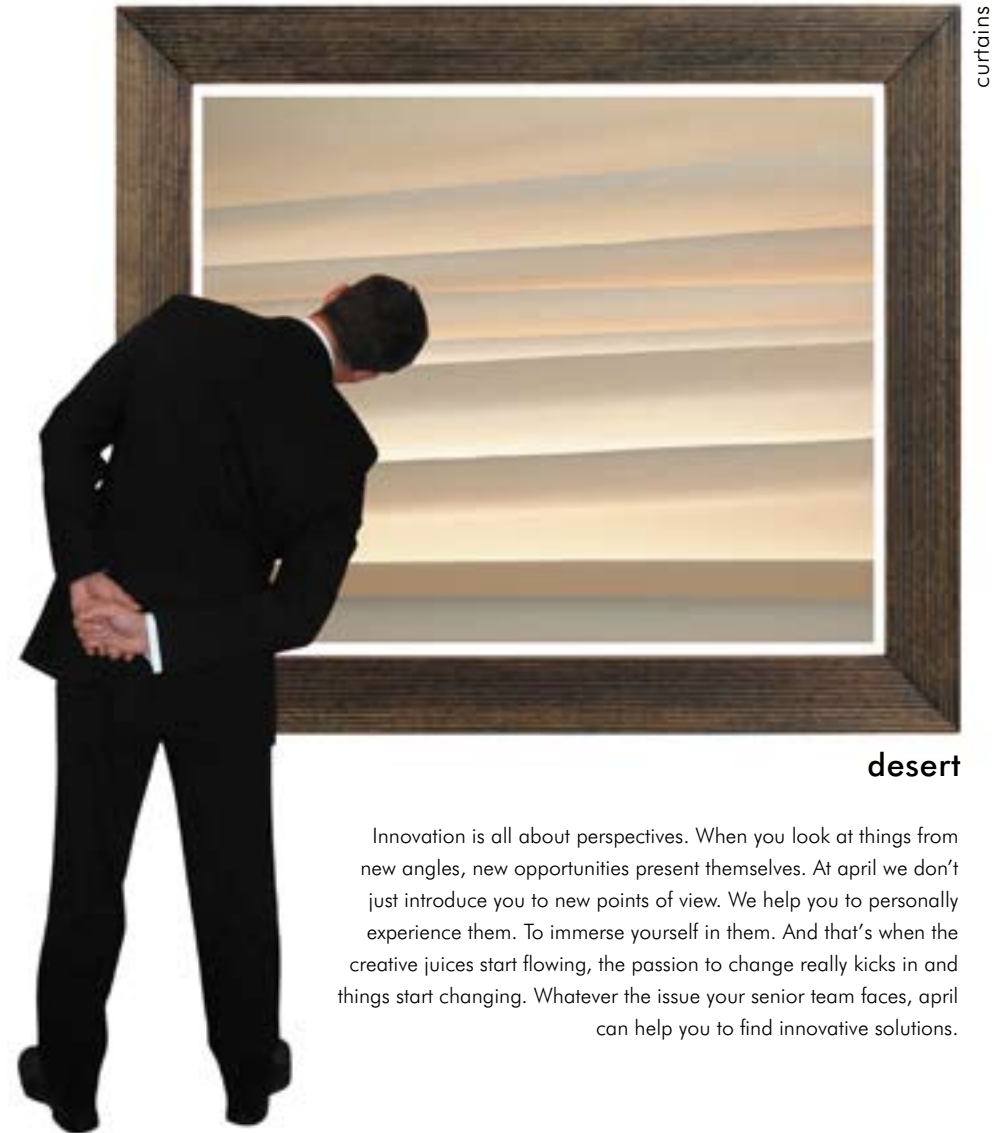
So the old joke's not that funny. But the principle is still true. There are some places which are just not good starting points for getting to other places. Particularly if you are trying to think new thoughts, or change long held views. And particularly when day to day internal pressures make it so difficult to look up and see how the world looks to other people. We help you and your organisation to see things through fresh eyes, to hear new voices, to directly experience new perspectives and to be ready to develop strategies that take you where your customers, staff and shareholders want you to be.

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*Because we were looking at things from the customer's point of view – and developing ideas together with customers – we could develop a much more powerful strategy, much more quickly*

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Office supplies  
retailer



desert

Innovation is all about perspectives. When you look at things from new angles, new opportunities present themselves. At april we don't just introduce you to new points of view. We help you to personally experience them. To immerse yourself in them. And that's when the creative juices start flowing, the passion to change really kicks in and things start changing. Whatever the issue your senior team faces, april can help you to find innovative solutions.

{ When was the last time you walked around in your customers shoes. }  
Did you feel uncomfortable? }

# our clients are our creative department

Having great ideas is not the private domain of agency creative departments. It's our view that, given the right environment and the right stimulus, everybody can have great ideas.

So, when it comes to designing new products, services and customer experiences, we get creative together with our clients using innovative techniques that fuse business, customer and creative expertise. Rather than keep you at arms length from the creative process, you will be right in the middle of it. It's fun. It's inspiring. Most importantly it's the right way to develop innovation that's rooted in the reality of what your organisation is capable of. Doing it together is a theme that runs right through our work. You'll never hear one of our clients talking about 'april's ideas'. It's always 'our ideas'.

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*We were struggling to think new thoughts. In four weeks with april, we, they and our customers crafted over 20 great new product ideas.*

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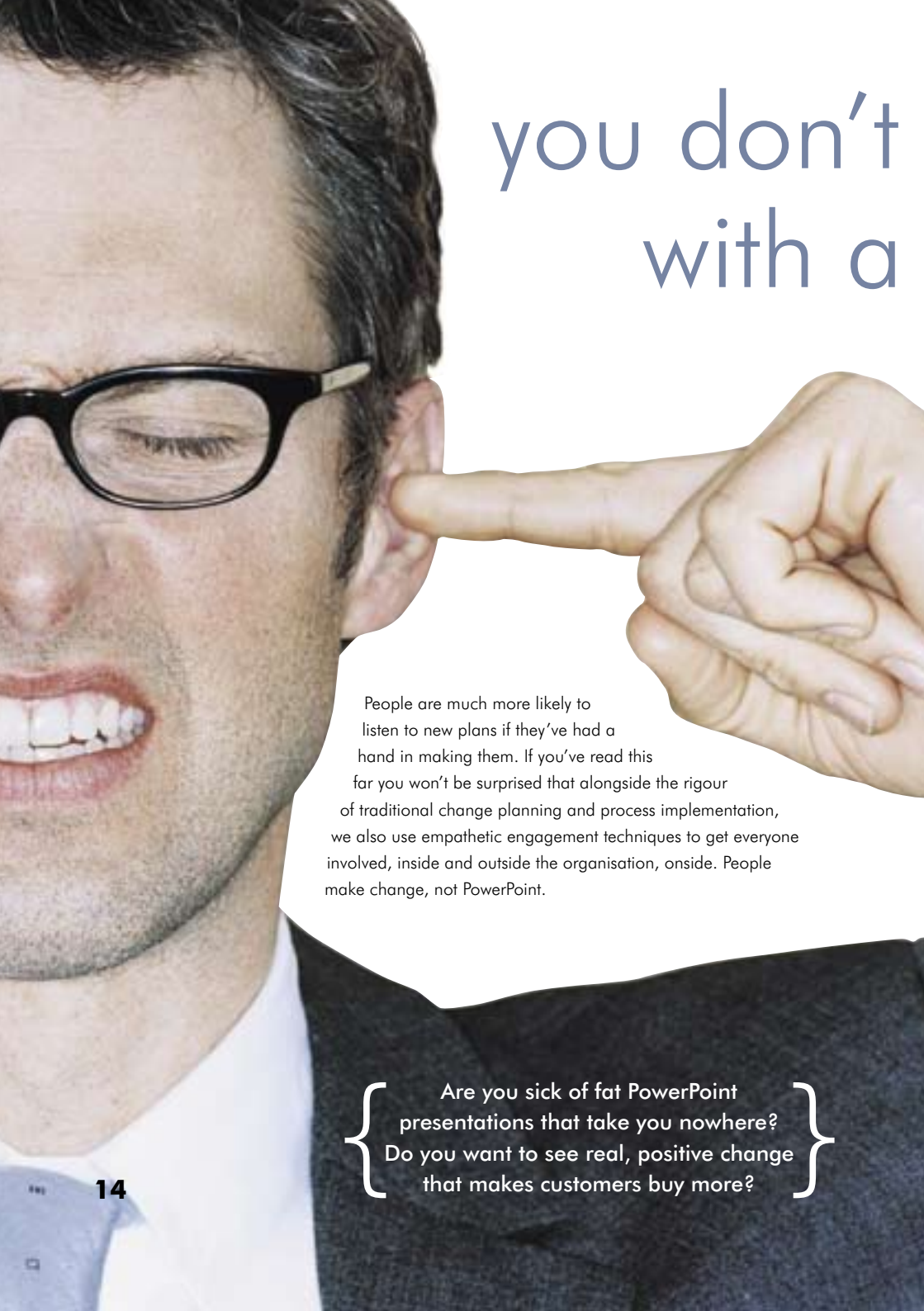
European household goods firm



The most successful businesses are also the most innovative. Not just ideas for their own sake, but innovations that make customers' lives easier, service better, processes slicker. april's creative events will inspire you to new strategies, products and services your customers and your shareholders will love. And give you the tools and techniques to go on innovating.

{ Do you often sit in strategy presentations and think 'I could do better myself'? Well, this is your chance to do just that. }

# you don't create change with a powerpoint deck



People are much more likely to listen to new plans if they've had a hand in making them. If you've read this far you won't be surprised that alongside the rigour of traditional change planning and process implementation, we also use empathetic engagement techniques to get everyone involved, inside and outside the organisation, onside. People make change, not PowerPoint.

Are you sick of fat PowerPoint presentations that take you nowhere?  
Do you want to see real, positive change that makes customers buy more?

Change doesn't happen top down. We've all been in those sessions. We know that in the long term they don't cut it. When it comes to delivering on your promises, the customer experience is built bottom up, one interaction at a time. It's the combinations of the thousands of actions every individual takes every day that make up what your organisation is. So when you talk about changing an organisation, you are talking about changing what people do.

To make change happen, whether it's inside your business or across a value chain outside of your control, you need to engage with people at an individual level. Help them to want to change. And to understand specifically what they'll have to do differently. So alongside the systems and processes and reward schemes that support new ways of doing things, a little bit of empathy and involvement can go a long way.

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*The service we ended up delivering in store was so close to the original vision, because everybody got it, and got behind it.*

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Retail financial  
services company