



Client Experience Program

CLIENT FEEDBACK REPORT
APRIL 2024

Foreword

In 2022 Prominence sponsored an independently run Client Experience Program (CX Program) with several of our key clients. To continually improve the experience for our clients, we decided to repeat the same process in 2024, with a different cohort of clients. Thank you to those clients who invested their time and provided insights to support this process - your contribution is valued by the Prominence team and is greatly appreciated.

The findings and insights from the CX Program are currently being reviewed by the Prominence leadership team and will be used to further enhance client experience as part of the implementation of our strategic plan (2023-2025).

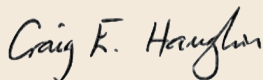
At the start of the CX Program, we made a commitment to provide everyone with a summary of the insights and findings from the program which have been included in this short executive report.

We hope that you find this an interesting read and please let us know of any feedback.

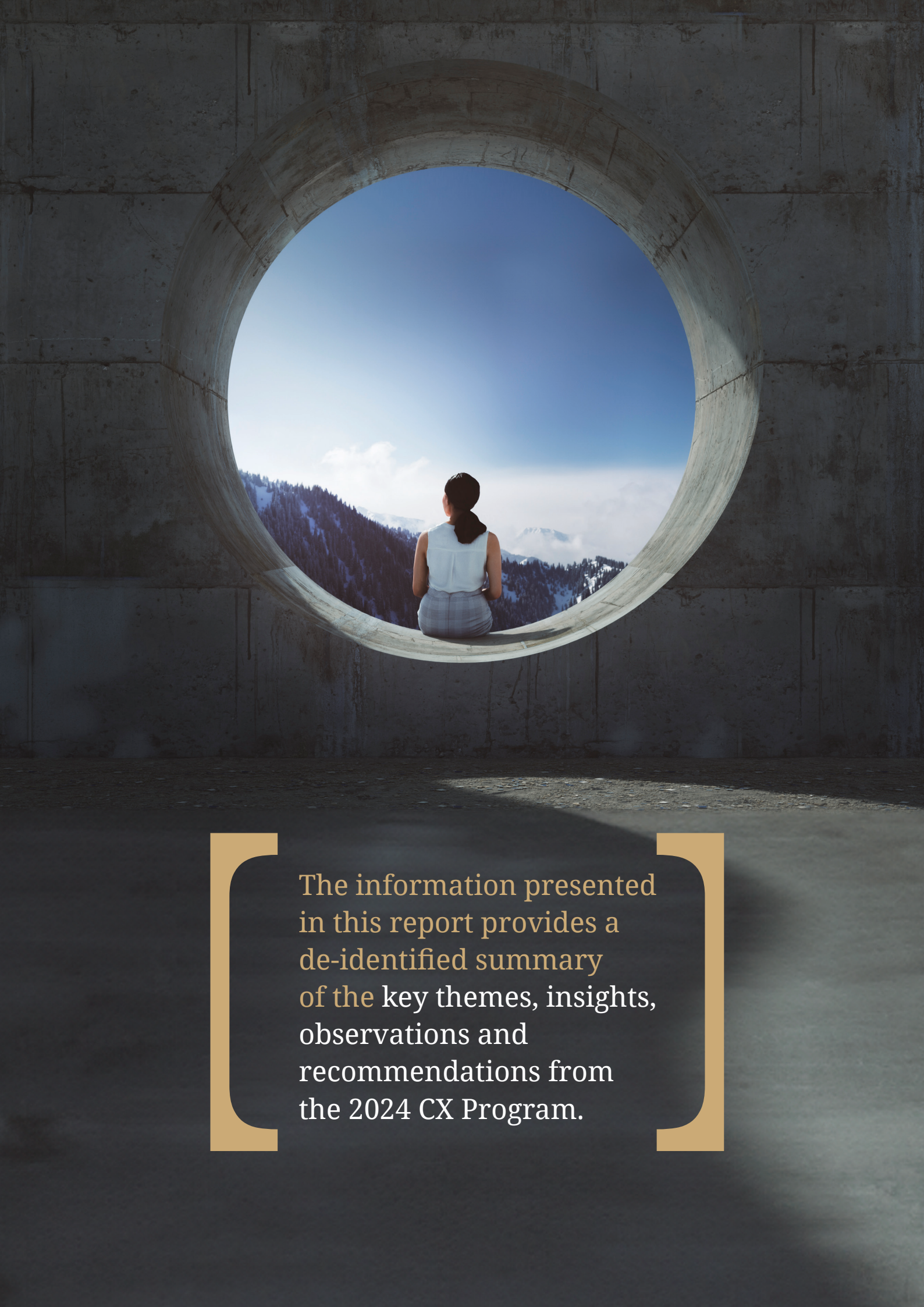
We would like to take this opportunity to thank you for the continued opportunity to work with your organisation.



Leanne Ryan
Managing Director



Craig Haughin
Chief Executive Officer



The information presented in this report provides a de-identified summary of the key themes, insights, observations and recommendations from the 2024 CX Program.

CX Program overview



Prominence sponsored the 2024 CX Program to gain a better understanding of how we are perceived by our clients, to understand what our clients value about us and to identify areas for improvement.

The program involved selecting a sample of our key clients from our four market sectors:

- Government
- Infrastructure
- Health and Community Services
- Defence and Industry.

The following is an overview of the clients who participated in this CX Program.

90% Approximately 90% of the clients sampled are regular users of consulting services.



Majority are new clients gained in the last 3 years.



Some have longer relationships with Prominence ie over 3 years.



Majority are mature and sophisticated buyers.

Individual one-on-one interviews with senior client representatives from the **15 selected key clients** were undertaken by a highly experienced independent consultant with the mandate that all interviews were to be conducted on a confidential, non-compulsory basis with a focus on experience to date and future client needs.

Client interviews were qualitative in nature and focused on:

- how well Prominence understands its clients
- why clients engage Prominence
- general client experience in the delivery of Prominence's services
- client experience from a sector perspective
- the client's view on the value of working with Prominence
- how the Prominence brand is perceived.



How well does Prominence understand its clients?



Understanding clients is a fundamental focus area for Prominence and this was explored during the interview process.

- The following provides an overview of the feedback about Prominence gained from the interviews.
 - Invests time to strongly understand the client environment and the Why?
 - Rapidly builds understanding of clients.
 - Effectively aligns to the nuances and intricacies of clients' environments.
 - Adapts to changing needs – “nimble” and able to re-baseline during projects.
- The approaches to market adopted by the client group were typically based on the following priorities.
 - Specific skill sets and capabilities needed.
 - Sector experience.
 - Availability to deliver against tight and fixed deadlines.
- Clients choose Prominence for specific skill sets and capabilities (for example, via small teams with key individuals) and view Prominence as a ‘boutique player’ and not a ‘scale player’.
- Sourcing approaches were a balance between competitive processes versus direct appointments.

Key Findings



Invests time to strongly understand the client environment and *the Why?*



Adapts to changing needs – “nimble” and able to re-baseline during projects.



Clients view Prominence as an ‘boutique player’ not a ‘scale player’.

Why do clients engage Prominence?

Clients were asked the main reasons they engaged Prominence.

The following is a summary of the findings.

- Due to a reputation and track record of delivering good work – “strong pedigree”.
- Through trusted senior level recommendations and referrals.
- Continually deliver what you [Prominence] commit to deliver – “roll up your sleeves”.
- Provide access to specific skills and expertise – which delivers client value.
- Personalised service and support – align with the client’s ethos – “not seen in larger players”.
- Higher quality of service experience – better to work with “day to day”.
- Provide balanced value for money – across capability, cost and time.
- Values driven provider.



General client experience in the delivery of our services



Clients were asked what the main experiences had been in relation to the delivery of our services.

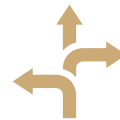
Prominence strengths in this area included the following.



Goes the extra mile to understand the client needs and “delivers on promises” – others don’t.



Effective end to end service delivery, including against tight timeframes – “true to their word”.



Responsive and flexible.



Pro-active and available.



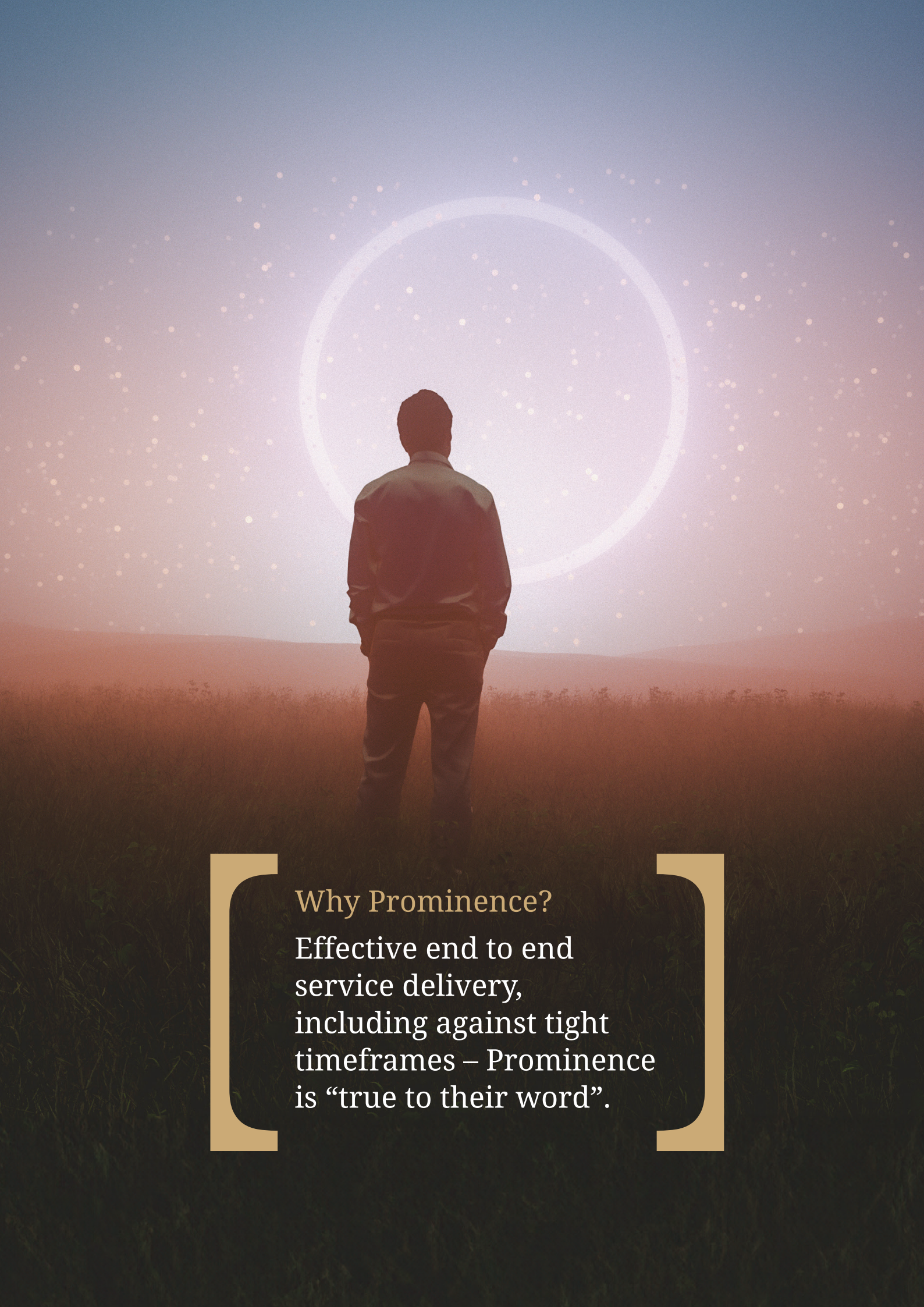
Easy to work with.



Trusted to engage with board level stakeholders.

Examples shared

- Smart approaches adopted – market leading delivery.
- “A Top 10 project experience” – in a multi-decade career of buying numerous consulting projects.
- A 100% satisfaction score for services to a client’s end customers.



Why Prominence?

Effective end to end service delivery, including against tight timeframes – Prominence is “true to their word”.

Client views on the value of working with Prominence



Clients were asked for their points of view on **client value** in working with Prominence.

In summary, Prominence has clear value differentiators.



Access to expertise and leadership.



Higher skill, capability and knowledge = a wise investment.



Trust in the quality of service.



Product outcome and speed.



Advancing client thinking and perspectives.



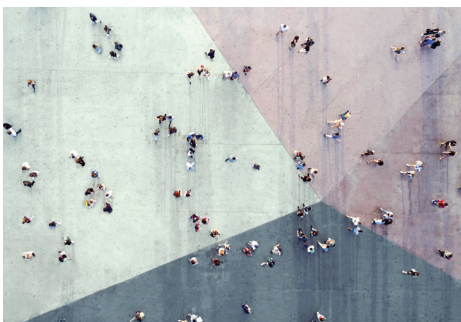
Minimising client effort and overhead – are easy to work with.

Client experience from a sector perspective

Clients were asked what the main experiences were in relation to working with Prominence, from a **sector viewpoint**.

The following is a summary of the of the observations and findings.

- The market need for sector experience is growing and increasingly critical.
- Public sector experience in Prominence is seen as strong, known to appreciate the sector nuances and intricacies – which leads to sole source projects.
- There is progress in some other chosen sectors, but still a “way to go”.
- Value is added by bringing proven practice and experience from other sectors.
- Greater demand for sector-specific knowledge and expertise particularly for Health and Infrastructure.



How the Prominence brand is perceived

Clients were asked for their points of view around the Prominence brand.



The following is a summary of the key findings.



Boutique player.



Small to mid-level player.



Local not national – with strong local control.



Quality of service delivery “does the marketing for you [Prominence]”.



Unique “client feeling”, human and personal touch.



Strong reputation of key individuals.



Examples of preferred or sole supplier status.



Brand awareness is mixed – strong to zero.



Limited view of the brand and supporting capability and offerings.



There is growing differentiation between Prominence and the 'Big End of Town'.

Sectors

- Building and maturing as a multi-sector player.
- Rapid advancement of brand in some newer sectors and clients.
- Market reputation and “word of mouth” advocacy is advancing.

Communication

- Attractiveness of tools form a key part of brand.
- Website use is limited to only initial client research.
- Be clear and consistent in all client-facing communication.

Prominence is perceived
as a boutique player.

We provide a unique
“client feeling”, a human
and personal touch.

Opportunities

Clients were asked for their points of view around the Prominence brand and **opportunities for improvement**.

The following is a breakdown of key findings.

- Truly understand and advance the offerings in the sectors you [Prominence] are in:
 - tailored client education on your [Prominence] wider services
 - constantly demonstrate you know the client and sector language.
- Promote the brand – through client journeys and successes.
- Live and breathe your differentiators versus the 'Big End of Town' – eg choose to speak with clients first, not email.



Focus on local, not national.



"Don't get too big" and "don't be like a big firm".

Clients were asked for their points of view on **opportunities relating to client value** in working with Prominence.

The following is a summary of the findings.

- In complex projects – use joint scoping or reverse briefings to speed up access to best fit people, joint knowledge and understanding for successful outcomes.
- Continue to minimise client effort.
- Ensure a consistent client-facing experience across the Prominence operating model.
- Optimise the fit and reinforce the value of the Prominence delivery model.

Clients were asked what the main **improvement opportunities** were for Prominence in relation to service delivery.

The following is a summary of the findings.



End to end client service experience to be consistent across all client delivery roles eg human touch and client knowledge.



Continue to build strength around the success in newer focus sectors.



More pro-active and confident engagement on evolving service delivery issues – need to be more open to dealing with issues, early.



Agree at the outset the key stakeholders for any presentation materials and tailor to their specific audience.



Why Prominence?

Prominence goes the extra mile to understand client needs and “delivers on promises” – others don’t.

Thank you

If you would like to discuss any of the content of this report further, please feel free to contact Leanne Ryan or Craig Haughin.



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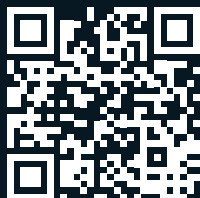
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