



# **new territory**

Customer Research and Strategy for Canadian Enterprises



**We design and deliver  
growth programs that  
keep customers happy  
and margins healthy.**

# Customer Relationship Mastery

## 1. Audit Performance

customer base audit & segmentation

We establish baseline performance metrics, segment your active accounts and forecast future revenue based on the current and potential value of your customer base to your business.

This module outlines the value of your customer base in detail and identifies opportunities for your business to [maximize performance metrics](#) and sustain growth for years to come.

### Report #1

**How valuable are your customers?  
How do you compare to your peers?**

1  
month

## 2. Uncover Opportunity

customer interviews & analysis

We conduct 1:1 interviews with a sample of your strategic customer segment and analyze this data to understand their expectations, motivations, perceptions and unmet needs.

This module uncovers opportunities to create value for strategic customer segments (increasing their satisfaction and loyalty) and improve overall performance metrics (increasing your

### Report #2

**What opportunities  
to create value exist?**

2  
months

## 3. Design Growth Programs

iterative design & development

We transform primary and secondary research into protocols supported by user-friendly assets, to be followed by customer service/success employees at strategic milestones in the sales cycle.

This module turns insights from research into strategic-yet-practical improvements to the way your sales and service representatives engage different customer segments going forward.

### Plan of Action

**How might we create  
and capture this value?**

3  
months

## 4. Deliver Growth Programs

“before & after” comparison

Using almost exactly the same methodology for Module 1, we collect and analyze data to determine how intervention(s) impacted the value of your customer base.

This module reveals the impact of interventions on customer value and organizational profitability 6+ months after their implementation.

### Report #3

**How have segments changed?  
How has performance changed?**

3  
months

DESCRIPTION  
OBJECTIVE  
DELIVERABLE

# About New Territory

New Territory is a customer research consultancy that creatively combines academic precision with real-world practicality to help aspiring midsize **Canadian Enterprises** grow profitably.

We believe greater mid-market prosperity leads to greater people prosperity.

**Customer Strategy** is the practice of making business decisions based on a detailed understanding of customers.

We believe experiential learning is as valuable as institutional education. But it's harder to come by.

By hiring **Canadian Youth** we offer them an opportunity to develop useful skills, addressing issues related to the career landscape in Canada.

