



GROWTH STRATEGY

POWERED BY
CUSTOMER VALUE

**DISCOVER HOW TO ACHIEVE SUSTAINABLE GROWTH BY
PUTTING CUSTOMERS AT THE HEART OF YOUR BUSINESS
STRATEGY.**

WHAT WE DO



We help companies grow by understanding and enhancing what truly delights their customers. Our approach combines data analysis with in-depth customer interviews, enabling you to increase customer satisfaction, loyalty, and ultimately improve financial results.

SIMPLY PUT, WE HELP YOU GET TO KNOW
YOUR CUSTOMERS BETTER, DISCOVER
WHAT DELIGHTS THEM, AND ACHIEVE
GROWTH BASED ON THAT DELIGHT.

WHY IT MATTERS

Increasing customer satisfaction allows companies to raise the price customers are willing to pay (WTP) and secure return on investment (ROI). This leads to stronger market positioning and a competitive advantage. Our process ensures that every strategic initiative directly contributes to creating value that matters to the customer.



**DRIVEN BY THE PRINCIPLE OF CUSTOMER VALUE WE HAVE CREATED
A CLEAR AND SIMPLE METHODOLOGY CONSISTING OF THREE STEPS
THAT LEAD TO CONCRETE ACTIONS INFLUENCING BUSINESS
GROWTH.**

APPROACH

VALUE MAPPING

Identifies the key drivers that contribute to customer satisfaction and excitement, creating essential value. Using tools like the Value Stick and Value Map, we focus on factors such as convenience, innovation, price, and customer experience.

DISCOVERY AND ANALYSIS

Going beyond demographic analysis, we engage in in-depth conversations with customers, examining their journey, needs, motivators, frustrations, and delights. This step combines data with qualitative insights, creating a detailed picture of your customer base.

GROWTH STRATEGY

We transform insights into a tailored roadmap that includes quick wins and long-term strategic activities to enhance customer satisfaction. This roadmap integrates strategic initiatives designed to drive growth by delivering more value to customers.

WHEN DO YOU NEED US



Our experience shows that we align best with clients who plan to engage in the following activities, where our customer value approach can most effectively inform and guide business growth through concrete strategic initiatives.

- CREATING CUSTOMER-CENTRIC STRATEGIES AND ACTIVITIES
- DEVELOPING MARKETING STRATEGIES AND PLANS
- IMPROVING SALES IN PHYSICAL STORES
- ENHANCING ONLINE SHOPPING
- REDEFINING PRODUCTS / SERVICES
- ENTERING NEW MARKETS

KEY PARAMETERS WE IMPACT



Strategic activities derived from our approach optimize, improve, and enhance key business growth metrics, including:

- CONVERSION RATES (ONLINE AND OFFLINE)
- PURCHASE FREQUENCY
- DISCOVERING AND DEFINING COMMUNICATION FOCUS
- CUSTOMER JOURNEY OPTIMIZATION
- SEGMENTATION

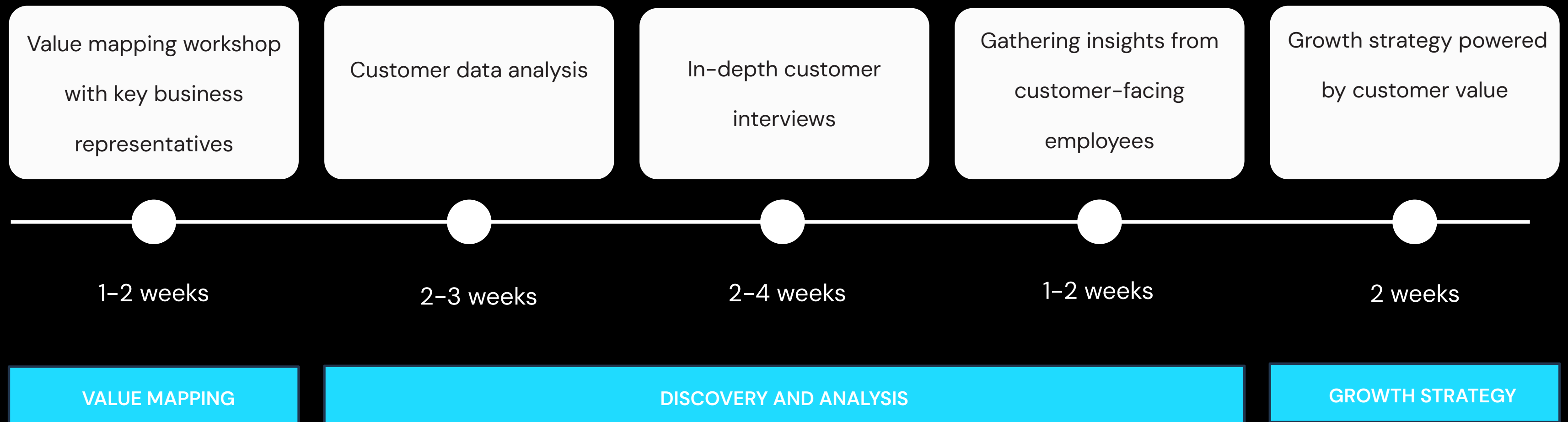
WHAT YOU GET IN A GROWTH STRATEGY PACKAGE



1. **VALUE DRIVERS**
2. **CUSTOMER SEGMENTS** BY TRANSACTIONS, HABITS, VALUE DRIVERS, BEHAVIOR ETC.
3. **PERSONAS** REPRESENTING THESE SEGMENTS
4. **CUSTOMER JOURNEY AND EXPERIENCE** FOR EACH PERSONA AND SEGMENT
5. **STRATEGIC INITIATIVES**
6. **ROADMAP** WITH CONCRETE ACTIVITIES AND KEY MILESTONES TO ACHIEVE GOALS

PROJECT TIMELINE

The project timeline depends on the business size, available data, and the number of customer interviews conducted. Below is an average timeline for our projects.



EXECUTION DETAILS

- ✓ **Value mapping workshop.** A two-hour workshop with key company representative, where we confirm strategic goals, customer journey and value drivers from the business perspective.
- ✓ **Data analysis.** Analysis of all relevant data the company can provide, requiring minimal company resources.
- ✓ **In-depth customer interviews.** We conduct interviews with customers and/or non-customers, averaging 15–30 interviews, each lasting 45–60 minutes.
- ✓ **Interviews with customer-facing employees.** Two to three interviews with employees who directly interact with customers (e.g. store employees, call center staff).
- ✓ **Growth strategy.** We develop a growth strategy proposal based on all previous steps. The proposal includes insights, key strategic initiatives and 10–20 specific growth activities.

TRUSTED BY

REMIKS.COM

Online fashion and sports brand platform.

FITPASS

Platform offering access to gyms, fitness studios, pools and sports centers.

farmit

Farm-to-table platform connecting farmers with end consumers.

GIGATRON

Leading consumer electronics retailer in Serbia.

komuna

Market and platform for exclusive products by local producers and brands.

**muffin
store**
HOMEMADE

Local muffin manufacturer empowering unemployed women over 50.

POKRETACH

**WE ARE HERE TO HELP YOU TRANSFORM CUSTOMER
INSIGHTS INTO GROWTH OPPORTUNITIES, ALIGNING
YOUR BUSINESS WITH WHAT YOUR CUSTOMERS TRULY
VALUE.**

THANK YOU!

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