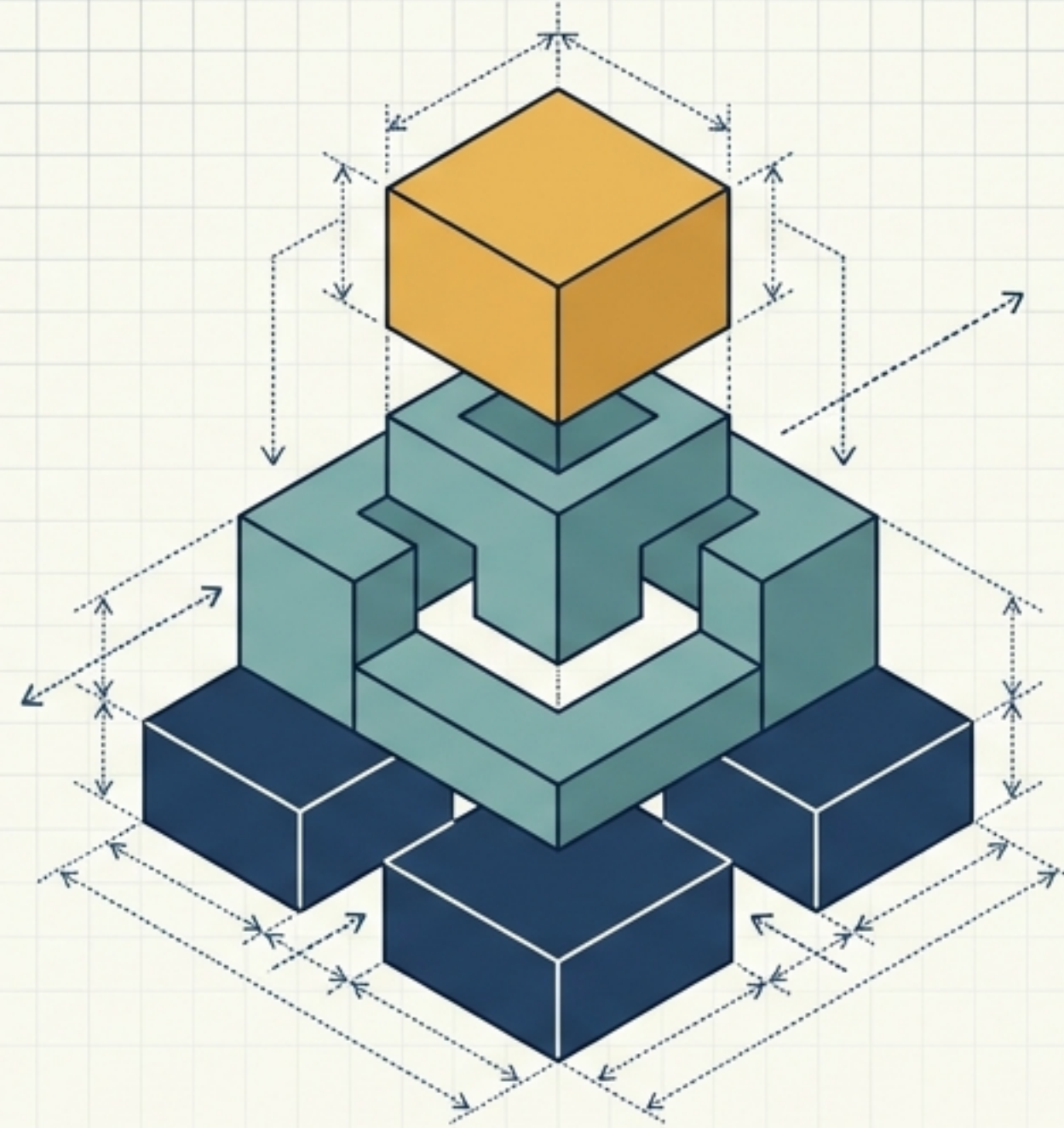




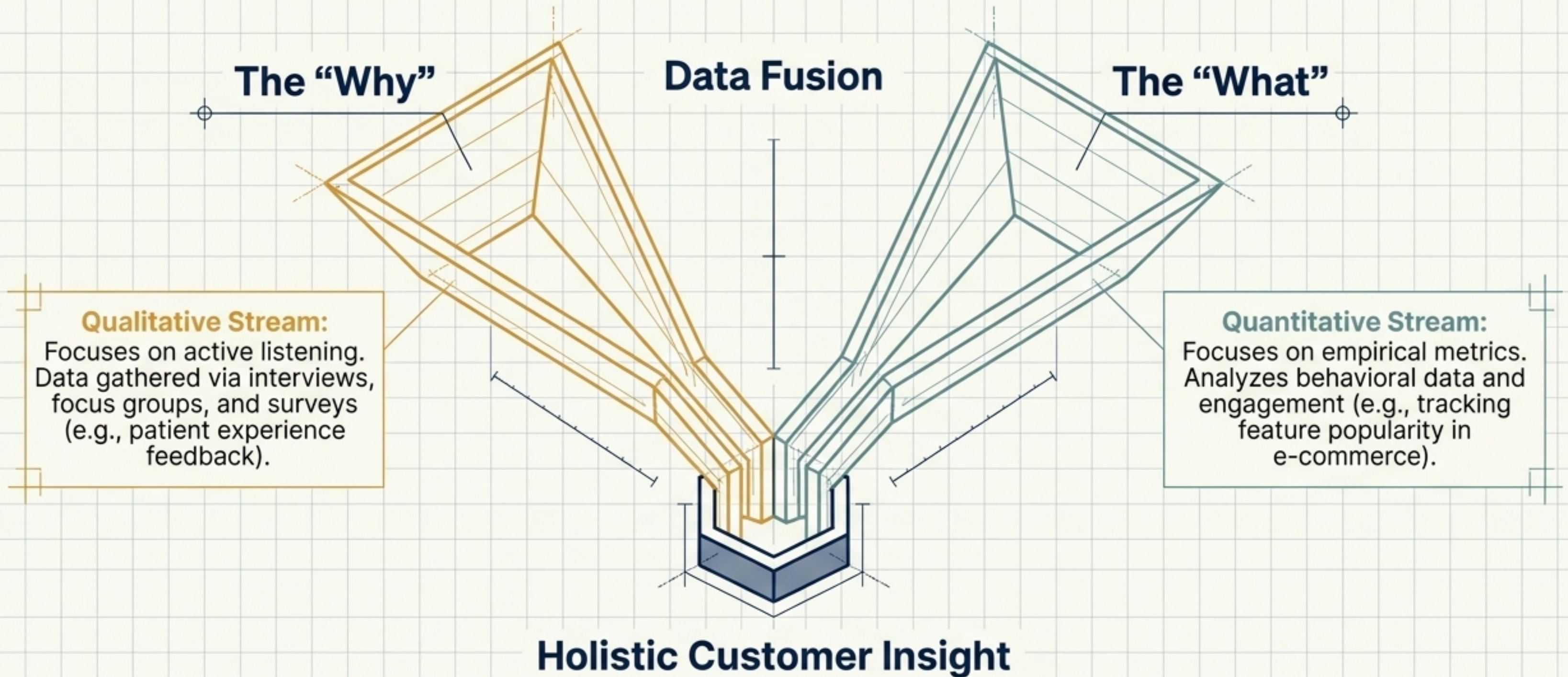
The Architecture of Loyalty

Creating tailored solutions for unique customer needs through sales engineering, agile customization, and continuous growth.

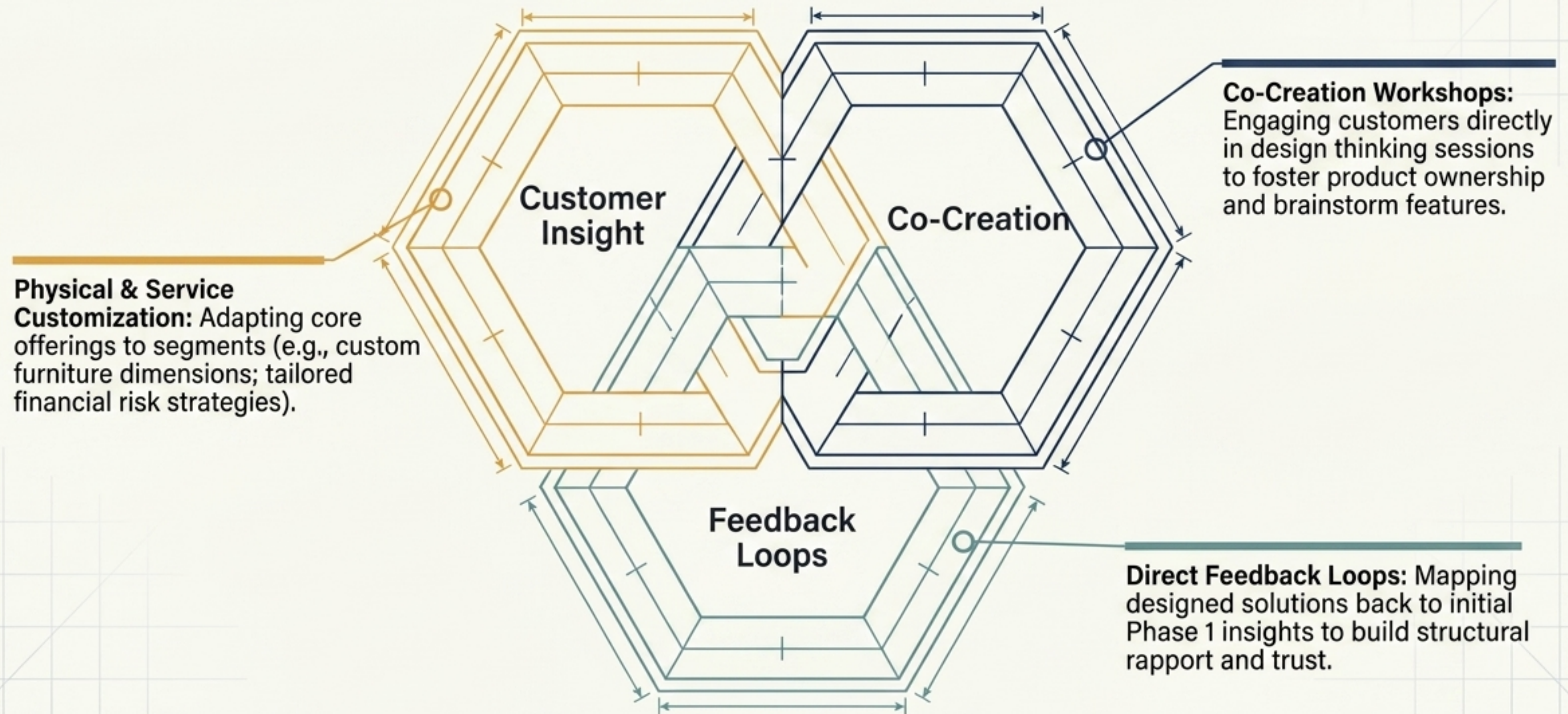
Moving from Transactional Sales to Holistic Ecosystems

	Transactional Approach	Holistic & Tailored Approach
Core Focus	Emphasizes raw product performance and securing the immediate short-term sale.	Prioritizes user experience, ongoing support, and the complete lifecycle journey.
Problem Identification	Ignores post-purchase friction once the deal is closed.	Empathizes to find hidden pain points (e.g., identifying cumbersome checkout processes).
Ultimate Outcome	Short-term revenue generation and volume.	Increased retention, long-term customer advocacy, and sustained growth.

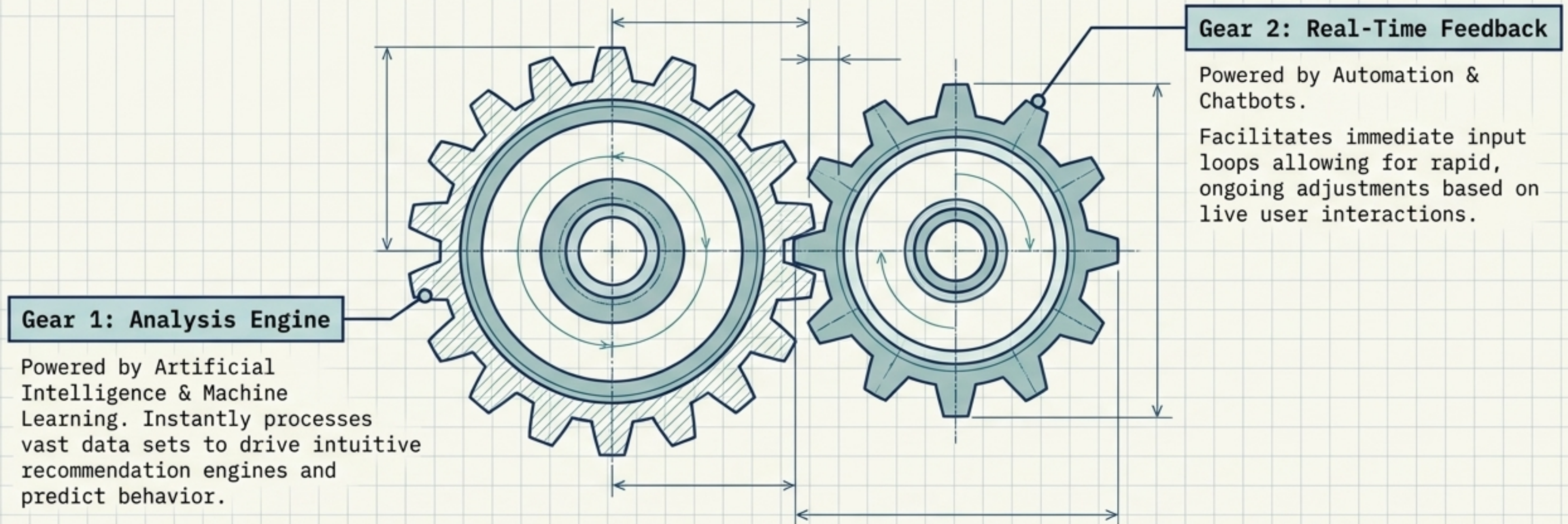
Phase 1: Synthesizing the Deep Needs Assessment



Phase 2: Collaborative Co-Design and Adaptation



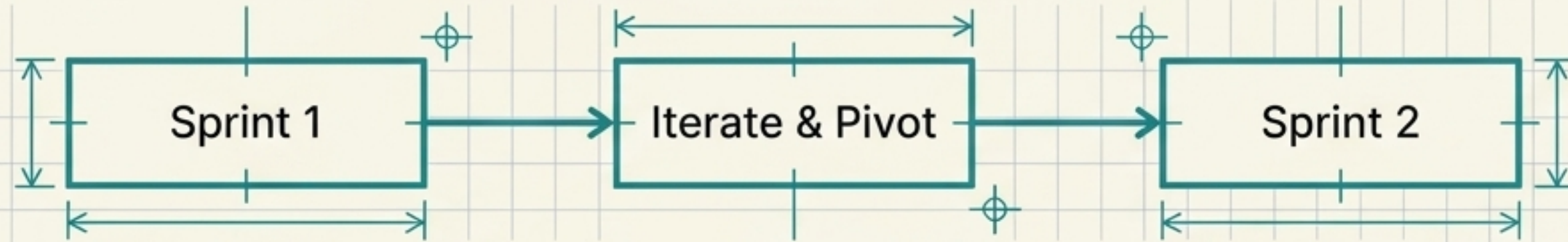
The Tech Engine: Scaling Personalization with AI



Technology ensures customized solutions remain highly scalable and adaptable to changing market conditions.

Phase 3: Agile Execution and Rigorous Quality Assurance

Agile Development



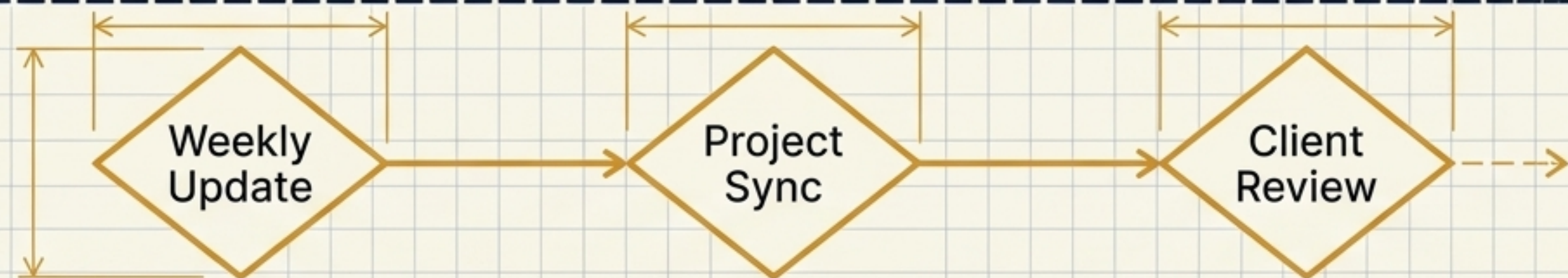
Implementing Scrum methodologies for rapid adaptation to shifting requirements.

Quality Assurance



Establishing strict quality benchmarks and extensive testing protocols.

Transparent Communication



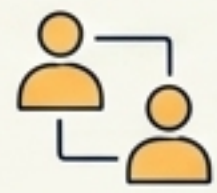
Actively managing expectations and soliciting ongoing client insights.

Phase 4: Ongoing Support and Success Measurement

Support Mechanisms



- **24/7 Channels:** Always-on customer service availability.

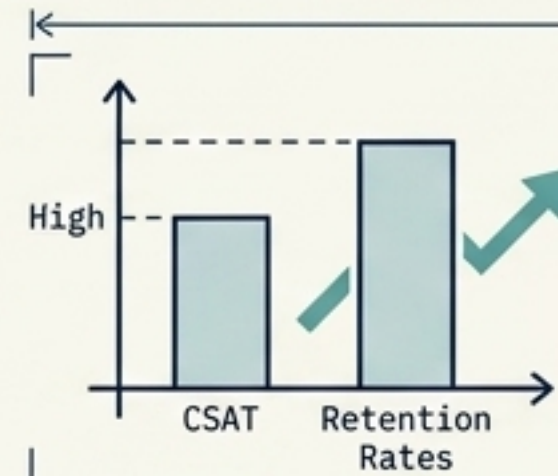


- **Dedicated Managers:** Specific point of contact for relationship continuity.

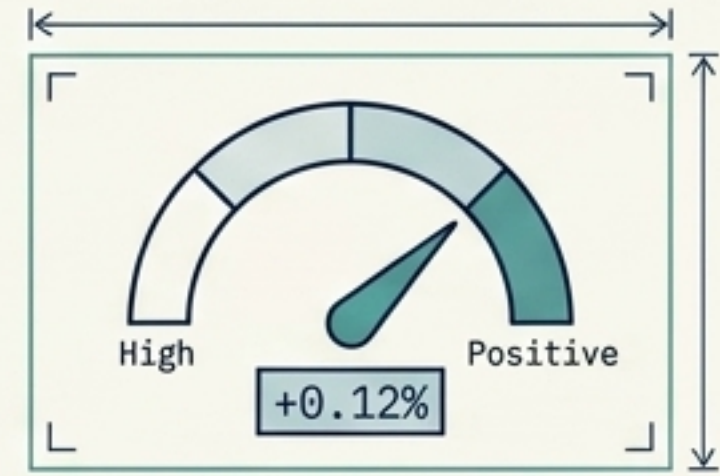


- **Quarterly Reviews:** Scheduled check-ins to assess usage and suggest targeted upgrades.

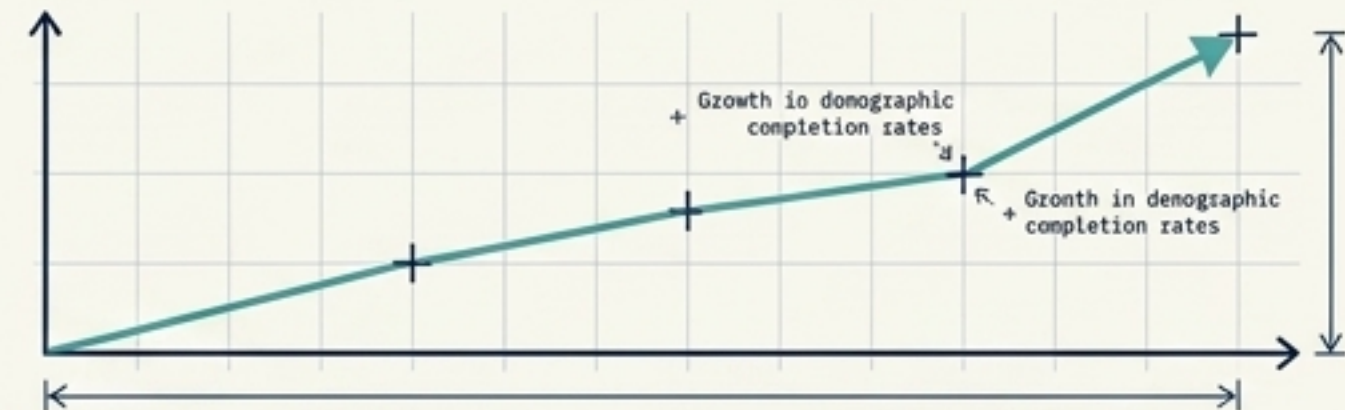
Evaluating Success



CSAT & Retention Rates

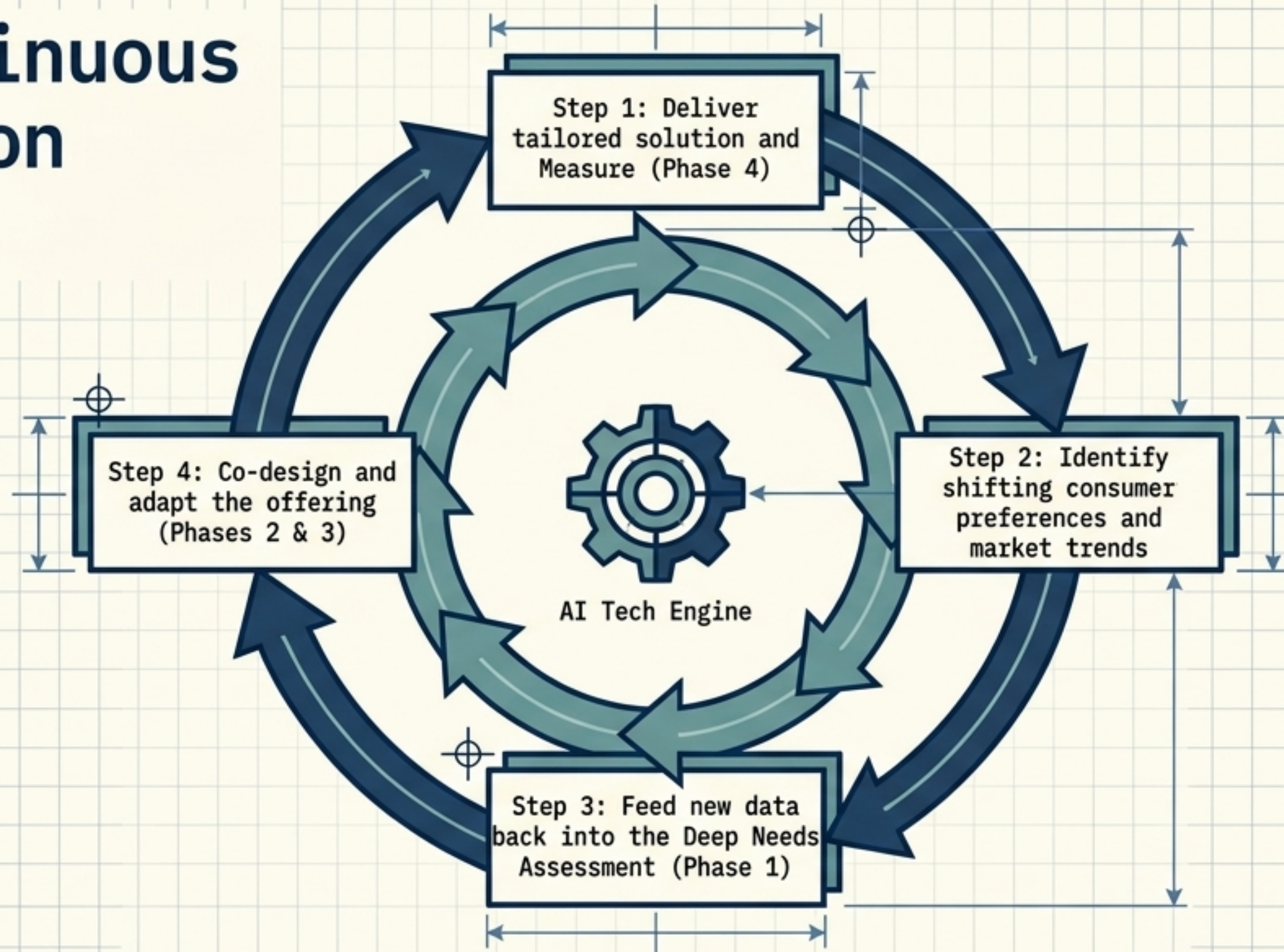


Return on Investment (ROI)



Usage Analytics (e.g., demographic course completion)

The Continuous Innovation Flywheel



Central Insight: Tailored solutions are not static deliverables; they are living ecosystems. Fostering a culture of continuous adaptability ensures long-term relevance.