

Corporate Profile - May 2016



iimagine Creative Innovation

About Us



iimage Creative Innovation is a Customer Experience, Service Design and Business Strategy Agency providing a range of professional services and business support to the Tourism, Hospitality, and Services sectors.

For over 10 years, iimage Creative Innovation has been successfully supporting businesses and organisations across Australia, growing and developing their target markets globally, designing and innovating their product and service delivery, and crafting strategies that powerfully leverage their competitive advantages and opportunities.

iimage Creative Innovation works with organisations to expand their expertise across vitally important disciplines and core service areas of:

- Customer Experience Journey Mapping, Design and Innovation**
- Service Design Thinking**
- Developing and Leading High Performing Customer-Centric Cultures**
- Business Model Innovation Strategy**
- Corporate Strategy and Competitive Positioning**
- International and Domestic Marketing Strategy and Distribution**

iimage Creative Innovation can provide a range of service delivery and support modes for maximum flexibility and impact that are fully customisable to suit your specific needs, goals and objectives, such as: consulting, advisory, mentoring, facilitation, speaking engagements and support services to boards, executive and management teams and individuals.

Our Services



Customer Experience

- ❑ Customer Experience Journey Mapping
- ❑ Customer Interaction and Touchpoint - Design and Development
- ❑ Persona Development
- ❑ Deep Insights Research
- ❑ Whole of Experience Process - Evaluation, Development and Monitoring
- ❑ On-going Management and Support - of Your Customer Experience Initiatives
- ❑ Customer Experience Workshops, Training and Mentoring

Service Design

- ❑ Assessment and Evaluation of Current Service Design and Delivery - Effectiveness, Performance, Feedback
- ❑ Competitive Customer Centred Service Delivery - Design and Implementation
- ❑ Developing and Leading a High Performing Customer-Centric Design Culture
- ❑ On-going Support and Monitoring - of Your Service Design Initiatives
- ❑ Service Design Thinking Workshops, Training and Mentoring

Business & Innovation Strategy

- ❑ Business Model Innovation - Strategy, Design and Delivery
- ❑ Business and Corporate Strategy - Design, Development and Execution
- ❑ Competitive Market Positioning - of Products, Services and Brand
- ❑ A Culture of Non-Stop Innovation and Creativity - Developing and leading
- ❑ Business Strategy, Positioning and Innovation Workshops, Training and Mentoring

Marketing & Distribution

- ❑ Branding and Marketing Strategy
- ❑ Market Planning and Positioning
- ❑ Marketing Channel Distribution Strategy
- ❑ Digital and Social Strategy
- ❑ Product and Service Design and Presentation
- ❑ Destinalional Marketing Strategy
- ❑ Tactical Sales and Promotions Planning
- ❑ International and Domestic Marketing Workshops, Training and Mentoring



Customer Experience

We can support you and your team in the design and delivery of high impact, 'delightful' customer experiences as a recognised driver behind positive customer loyalty, referral, advocacy and return on investment

At the Heart of Our Customer Experience Methodology is:

- Researching Deep Customer Insights** about your customers expectations, perceptions and underlying drivers impacting their interactions with your organisation
- Mapping Customer Journeys** and aligning your customer experiences to what your organisation believes it delivers
- Designing and Supporting High Impact Customer Experience** delivery based upon proven customer-centric interaction and touchpoint methods and processes

insights . design . satisfaction

Customer Experience



Service Design

We can support you and your team in creating and integrating a holistic and effective culture of customer-centred service design and delivery across all levels of your organisation and customer touchpoints

At the Heart of Our Service Design Methodology is:

- ❑ **Implementing Worlds Best Practice in Service Design Principles** using practical application of the latest service design thinking concepts, methods and tools
- ❑ **Approaching Your Organisation's Service Delivery Practices With the 'Mind of a Designer'** with a perspective and attitude of delivering cutting edge service and experience design
- ❑ **Creating a Highly Effective Business Culture of Customer-Centric Service Design and Delivery** by becoming a design focused, customer-centric services and experiences organisation that consistently delivers on and exceeds customers expectations

thinking . feeling . doing

Service Design

Business Model Innovation

We are here to support you and your team in re-imagining and innovating an effective and competitive business model for the 21st century

At the Heart of Our Business Model Innovation Methodology is:

- ❑ Developing the foundations for Your Value Driven, Competitive Business Model Innovation that create, capture and deliver tangible and intangible value for your organisation, customers and stakeholders
- ❑ Practical Design and Application of Your Business Model Innovation Strategy with a focus on understanding disruption and innovating for your customer as the core strategic success driver
- ❑ Implementation and Execution of Your Business Model Innovation Strategy through the lens of specifically designed business model canvas and blue-ocean tools

re-imagine . innovate . execute

Business & Innovation Strategy





Business Strategy

We are here to support you and your team in creating and executing competitive business and innovation strategies that deliver tangible results in a rapidly changing and increasingly disrupted, customer driven market place

At the Heart of Our Business Strategy Methodology is:

- ❑ **Strategic Planning, Development and implementation of business strategy** based upon competitive positioning through customer centred innovation
- ❑ **Strategic Implementation and Execution** of organisation wide conditions to nurture and support highly effective strategy execution and tactical delivery
- ❑ **Strategic Innovation and Customer-Centric Value Creation** integrating service innovation strategy with service design and customer experience delivery across your organisation's business operations

objective . effective . competitive

Business & Innovation Strategy

Marketing & Distribution

We can support you and your team with designing and executing competitive Marketing and Brand Strategies that deliver on your organisations growth and value creation objectives

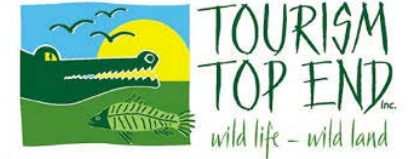
At the Heart of Our Marketing & Distribution Methodology is:

- ❑ **Brand definition and positioning** that create a brand promise that resonates with your more valuable customers now for future success
- ❑ **Developing a fully integrated End-to-End Marketing Strategy** that creates a holistic link between brand, offering, customer needs and brand promise
- ❑ **Designing Tactical Marketing Plans** that target the customers that are a 'Perfect Match' for your experience offerings

relevant . targeted . channeled

Marketing & Distribution

Our Clients



We have worked with 100's of businesses and organisations in developing services, products and experiences and successfully growing their market share and competitive advantage. Ask us how we can help your business grow and succeed!

Managing Director's Biography



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Ray Schleibs Managing Director iimage Creative Innovation

- 30 years Designing, Developing, and Delivering world leading, and innovative Customer Experiences and Services across the globe
- 18 years in Executive Leadership Roles and Board Positions across Australian and International Tourism and Hospitality Industry
- Holds a Master's Degree in Business Strategy; Bachelors Degree in International Business (Marketing and Economics), Electrical Engineering Qualifications, and is a graduate of both Harvard Business School and the Stanford University Design 'D' School
- Is a recognized 'Thought Leader' in fields of Customer Experience and Service Design, and International Tourism Marketing and Distribution Strategy
- Provided extensive support to hundreds of tourism, hospitality and services businesses and organisations, small, medium and large, in creating and delivering powerful commercial advantage and marketing strategies



We Can Help!

iImagine Creative Innovation can help you understand and connect with your customers in new and innovative ways. We can help you position your business for a real and sustainable competitive advantage and create a business that your customers love. Love to come back to. Love to spend more with and love to share positive stories about.

Ask us how we can help you achieve this...

Call or email us today for a no obligation, confidential discussion about where you would like to take your business. We look forward to discussing your needs and opportunities!

cutting-edge . tailored . effective



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Let's have a chat...

We're a phone call or an email away from discussing how we can assist you and your team in successfully achieving your business and customer experience goals and objectives