RELEVATE

LIFT | RAISE | LIGHTEN

CAPABILITY STATEMENT

ABOUT US

We met in the Australian Army and have since joined together to bring the principles of effectiveness, honour and integrity into how we do business every day with our customers. We have a broad range of experience and are ready to help you with your digital business challenges. We have since grown a large team of consultants and professionals to help you in your Digital Journey.

> "All businesses use technology and all businesses can benefit from Automation. We need to continually innovate and automate to stay competitive on the world stage. We started Relevate with the goal of helping businesses to regain control and enable them to truly scale. We can see a real opportunity in Australia's digital future."

Chandan Rana
Technical and Infrastructure specialist
Director

I specialise in custom web and smartphone application development. Over the last few years I have worked closely with a diverse range of Australian businesses, small and large, across sectors such as education, non for profit, retail, automotive and government. I have delivered customised web and smartphone solutions to organisations such as Department of Defence.

Avon Collis
CRM and Marketing Automation Specialist
Director

I help businesses and organisations to get their lives back by using systems and software. To scale with Business Automation technologies, strategic planning and brand positioning. I am the CRM and Marketing Automation Specialist at Relevate Consulting. I also provide thought leadership, education and training to help businesses take advantage of digital marketing and getting your business to come out on top.

MISSION

It is our passion is to see businesses, like yours, grow and flourish. With the internet at our fingertips, cloud based systems and process automation has become more accessible than ever. We have the capability of transforming, and future proofing, your business to set you on the path for ongoing success. Our team is capable of decreasing the impact to your bottom line by implementing automations to increase the effectiveness and productivity of your team.

| LIFT
   | RAISE
      | LIGHTEN

SERVICES

01 | BUSINESS AUTOMATION

Creating and managing one-to-one interactions with your customer(s) capable of scaling with your business. In turn, maximising your customer lifetime value and turning them into brand advocates.

- Customer Relationship Management
  - Designing your customer journey
  - Designing new product & service capabilities
- Marketing Automation
  - Copy writing & content creation
  - Automated message sequencing

02 | IT & MANAGED SERVICES

We not only provide the everyday IT support, we help you transition the 'idea' you have for your business, into a viable product. By means of a sound and robust strategy, detailing initiatives and the actions designed to achieve your vision.

- IT Management
  - Hardware
  - Maintenance
- Digital Design & Development
  - Apps & Software
  - Web Development

03 | CONTENT MARKETING

We work with you to understand and define your brand voice, target market; including, identifying the emotive triggers driving your audience.

- Copy Writing
  - Website content & blog posts
  - Newsletters & Email Campaigns
- Content Planning
  - Building your content game plan
  - Content production management

METHODOLOGY

The success of our clients' is in large part the result of a systematic and transparent approach to implementing any changes to their business. We believe in partnering with our clients in guiding them from their idea through to implementation and on to success . We believe in creating sustainable and scalable business processes, ensuring your resources are being used in the most effective manner, and are capable of growing with you.
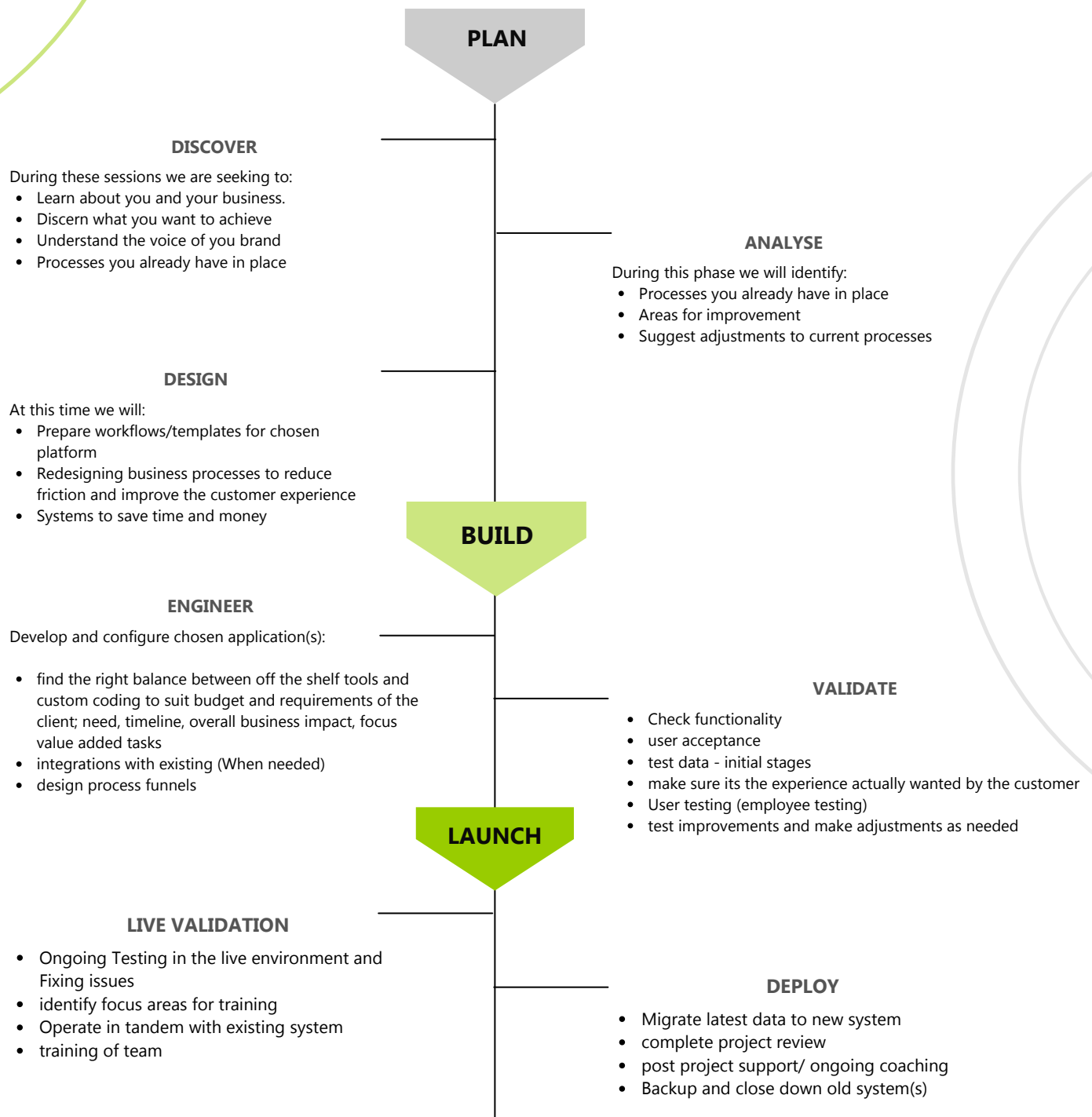
PLAN

DISCOVER

During these sessions we are seeking to:
- Learn about you and your business.
- Discern what you want to achieve
- Understand the voice of you brand
- Processes you already have in place

ANALYSE

During this phase we will identify:
- Processes you already have in place
- Areas for improvement
- Suggest adjustments to current processes

DESIGN

At this time we will:
- Prepare workflows/templates for chosen platform
- Redesigning business processes to reduce friction and improve the customer experience
- Systems to save time and money

BUILD

ENGINEER

Develop and configure chosen application(s):

- find the right balance between off the shelf tools and custom coding to suit budget and requirements of the client; need, timeline, overall business impact, focus value added tasks
- integrations with existing (When needed)
- design process funnels

VALIDATE

- Check functionality
- user acceptance
- test data - initial stages
- make sure its the experience actually wanted by the customer
- User testing (employee testing)
- test improvements and make adjustments as needed

LAUNCH

LIVE VALIDATION

- Ongoing Testing in the live environment and Fixing issues
- identify focus areas for training
- Operate in tandem with existing system
- training of team

DEPLOY

- Migrate latest data to new system
- complete project review
- post project support/ ongoing coaching
- Backup and close down old system(s)

Figure 1: Methodology Workflow

Customer Relationship Management (CRM)

- CRM Implementation

The implementation, or optimisation, of a CRM tool for your business can be a game changer. A good CRM platform is capable of managing massive amounts of data for each section of your business from Customer/Client Management to HR to Finances, including Marketing.

No matter what the size of your business is presently, we are able to fully implement or upgrade your current systems to streamline your processes and promote growth and success for your business.

Whether you already have some systems in place to capture your data or need a full platform implementation, we will guide you through this action, ensuring a steady foundation is designed capable of scaling with your business as it grows.
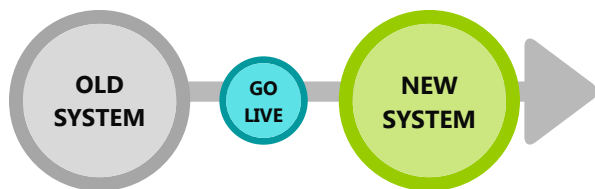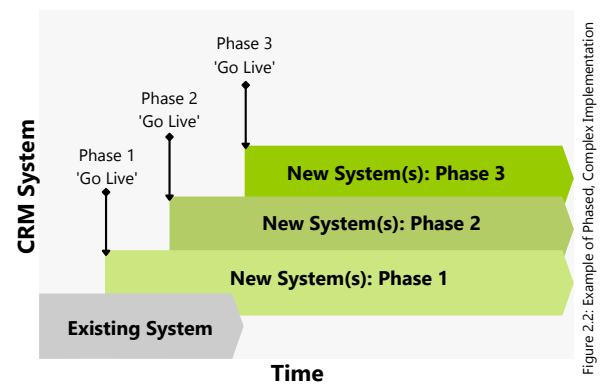

Figure 2.1: Example Big Bang Implementation

Figure 2.2: Example of Phased, Complex Implementation

- CRM Management

CRM Management is about collecting the right type of data, and then managing that data across all arms of your business. For this to be successful, it is vital to ensure the automations and workflows, within your chosen platform, are set up correctly. This is where our expertise comes in.

We help you design an optimal process and automate steps along the way. Identify and establish client relationships from first meeting to brand advocate. Help you know your client! help them say wow they really understand me

CRM is not limited to managing your customer data...
Partner/Supplier/Stakeholders/Key People/ Referrals - Manage, track, foster and reward. Who you know, not how much you advertise.
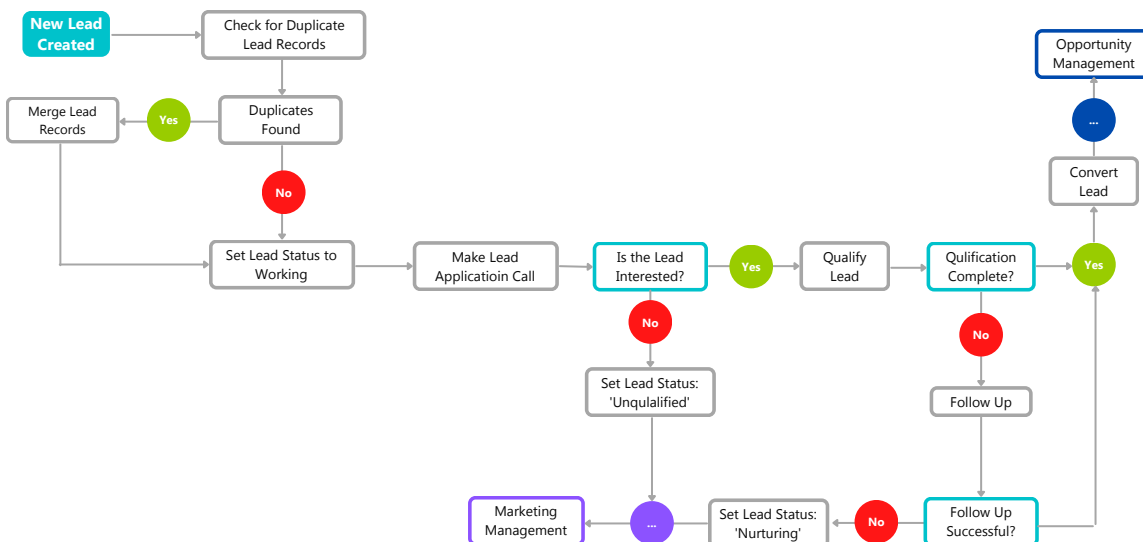

Figure 3: Example of Customer Relationship Management Workflow

Marketing Automation

- Copy Writing & Content Creation

We can take your business to the next level by focusing and improving on the customer experience. Using your brand voice and your brand mission we create marketing tools and campaigns to reach your target audience.

Through your chosen platform are able to assist your business in creating nurture campaigns to keep your front of mind for potential and existing customers. We have experience creating inbound and outbound marketing plans for content marketing, brand, and social media. We also specialise in product management and product marketing.
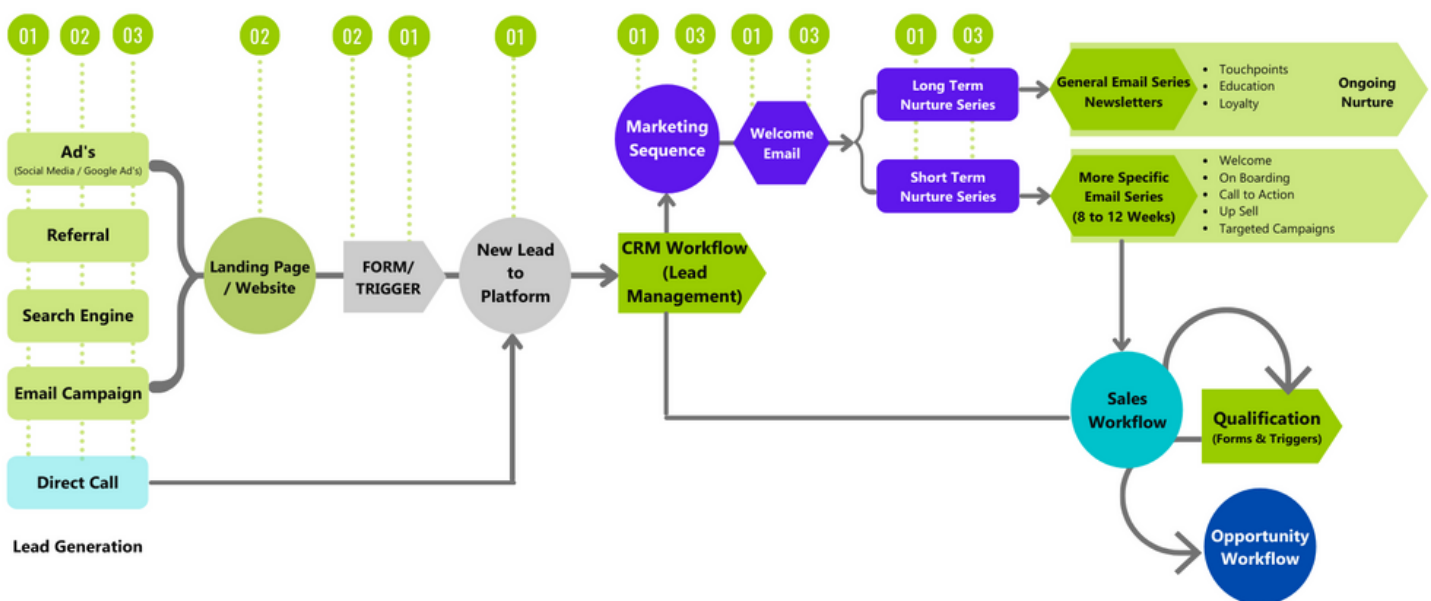
01 Business Automation
- Customer Relationship Management
- Marketing Automation

02 IT & Managed Services
- Web Development
- Custom Coding (AdHoc/Bespoke)

03 Content Marketing
- Copy Writing
- Content Planning

- Automated Message Sequencing

Within your chosen platform, existing or new, lies the capability of capturing data to identify your ideal audience, and then using that data to create targeted marketing campaigns for those potential customers.

Whether you are seeking to build Short-Term Campaigns for a specific topic, product or notification, or Long-Term Campaigns design to keep you business front of mind through newsletters, educational topics or establishing loyalty, we are able to tailor (within the capabilities of the platform itself) automated email sequencing to best support your business and nurture your customers experience.

Short Term Nurture
- 8-12 Week Campaign (sometimes shorter)
- Welcome Series
- On Boarding
- Call(s) to Action
- Targeted Campaign(s)

Long Term Nurture
- No Real Time Limit (unless required)
- Touchpoints
- Education
- Loyalty
- Enhance Customer Experience

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RELEVATE
PEOPLE

IT Management

LANCEIT

- Hardware

The foundation for successful IT is the correct hardware. This encapsulates all manner of physical devices, including, but not limited to desktop and laptop computers, storage devices, servers, printers, communication systems and so on. These devices are instrumental in supporting the major functions of your business such as, input processing; internal storage, computation and control, output, secondary storage; data and programs, and communication functions.

We are able to provide an assessment of the hardware you are currently using and provide recommendations for improvements or upgrades able to improve the functionality of your processes.

- Maintenance

Making sure you have the right hardware, so your business operates efficiently, is only the first step on your IT journey. The most important steps, after the implementation itself is monitoring and maintenance. It should be a priority of any business to, proactively, make sure your IT systems are operating at their peak.

To ease the pressure of having to take care of these things yourself, our team of experts is able to provide this support.

- Remote Monitoring
- Desktop/Server Upgrades and Updates
- Backup and Recovery
- Risk Management
- IT Support
- Web Maintenance
- Network Audits
- Network Maintenance

Digital Development & Design

- Apps & Software

For your hardware to run efficiently and perform correctly you need the correct software. The wrong software can slow down your processes or stop them from working all together, affecting productivity and eventually your business' bottom line.

Through our Discover & Analysis phases we perform a deep dive into the inner workings of your processes to make sure the software you are currently using is the best for your business. We also make sure the people using the software are trained in how to use it effectively improving and, at times, increasing productivity.

In addition we offer;
- Web Hosting
- Domain Name Registration & Domain Management
- Email Hosting
- Software Licenses
- App Building, Management and Integrations
- Customer Support Portals - Help Desks & Community Set Ups
- Infrastructure as A Service (IAAS)
- Cloud Solution Provider and Consultant (AWS, Azure and Google Cloud)

- Digital Marketing

Through the use of multiple digital channels; social media, mobile apps, email, web apps, search engines and websites, digital marketing can be used to promote your business. We are able to connect you to your potential customers through these online marketing avenues.

Currently we develop and support;
- SMS Automation - Bulk SMS, Reminders, Notifications etc.
- Google AdWords
- Social Media - Facebook Ads, Instagram and LinkedIn Ads etc.
- Dedicated Landing Pages

- Web Development

Your website is your storefront, informing the first impression your potential customer makes of your business. Whether you are developing a new website or updating your current website we will make certain your website looks great, responds quickly, performs well and provides a seamless user experience.

Refining your SEO (Search Engine Optimisation) will enhance your visibility; rankings, on major search engines. We develop content to streamline on-page optimisation leading to improved search results, increase brand awareness, improve your user experience and grow site traffic, therefore increasing your lead volume.

We develop/improve your website to increase awareness of the services and/or products you offer, explain why those services and/or products are relevant, and necessary, to them.

Clear content and design will set you and your business apart from your competitors.

Copywriting

- Website & Blog Posts

- **Website Content & Copy**

The content on your website offers prospective clients/customers valuable insight into your brand. It is the narrative of your business and directs your visitors through your website. Clear understanding of your brand/business voice, mission and vision is the key to creating effective content for your visitors; keeping them engaged with your content and encouraging them to move through your site to learn more.
We work with you to establish your messaging to make sure it is conveying your mission and vision in your voice.

Throughout the Discovery sessions we will work closely with your to ensure we, not only understand your vision, but our messaging is in line with your mission.

- **Blog Copy & Content**

Blogs open the door for your your clients and customer to start a conversation with you. They are often more informal in their language and frequently updated. In addition, they provide additional representation for your business/organisation, helping to keep your target audience engaged while promoting your company. Blogs are a handy way of promoting products, videos, podcasts etc in addition to providing valuable information for your audience and searchable content for you website.

We will work with you to create interesting blog posts using the below steps.

Step 1: Plan	Step 2: Headline	Step 3: Write Post	Step 4: Imagery	Step 5: Editing
• Choose the Topic	• Grab readers attention	• Draft blog post	Enhance your post	• Review
• Create an Outline	• Keep readers attention		• Images	• Editing & Adjust
• Conduct the Research	• Be Informative		• Photo's	• Final review
• Check the Facts			• Graphics	• Publish

- Newsletters & Email Campaigns

- **Newsletters**

Newsletters are used to keep your subscribers up to date with the latest news from your business/organisation. However, it should be noted, any updates sent should be of value to our subscriber; although newsletters are not typically used to push for hard sales.

We will help you determine what you want your newsletters to look like and make they are developed to be a friendly touch point for your audience without feeling pushy. Deciding on the layout and planning the parts so your audience becomes familiar with your brand and enjoys hearing from your business/organisation.

- **Email Campaigns**

Not unlike, newsletters, email campaigns are used to keep your subscribers informed with the latest news from your business/organisation, and often include specific promotional products or services. Long and short-term campaigns are used to keep your brand front of mind and enhance the customer experience, while also bringing attention to sales or promotions your may be offering to your customers.

We will help you build your marketing campaigns, both long and short term, to establish and nurture the relationship with your customer. Bringing in new customers and continuing to build loyalty with the customers your already have.

CONTENT PLANNING

- Building Your Content Game

The ability to stay ahead of the game is one of the keys to your business succeeding. Preparing your content in a strategic way will underpin your ability to reach the people you want at the best time for them.

There are four main functions of content, including;
- Entertainment
- Inspiration
- Education
- Convincing

If your content is lacking in these areas you may miss important opportunities to attract and keep the attention of your target audience.

Planning
Determine What You're Going to Share
02

Create
Gather & Create Your Content
04

01
Goal Setting
Create and Set Monthly Goals

03
Calendar
- Create your calendar template
- Add planned content to calendar

05
Tracking
- Track Posts & Promotions
- What is Working vs What Isn't?

There are numerous tools able to help your business schedule social posts for the most optimal time for your customer; prepare nurture campaigns to be sent at future date and so on.

We will work with you to determine the best content strategy for your business, including creating that content or working with the team creating the content.

- Content Production Management

Another key to successful content is managing the production of your desired content. Defining your business' process for developing and creating your desired written or visual assets and what you want to achieve work hand in hand with how you are going to put the content together. Whether you are developing videos, blog posts, infographics, email campaigns, and so forth the specific details for each will vary.

Developing a content workflow; a set of tasks your team needs to complete and creating templates to aid in keeping formatting consistent and recognisable.

We are able to help your business develop and produce content to enhance your customers' experience and build brand recognition for your business.

We will work with your team to build workflows and strategies best suited to your business strategy.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MONTH

DIGITAL TRANSFORMATION

While we are working with you to transform your business and help you improve the way you do business, our end goal is to help bring your business fully into the Digital Age. Our team will work closely with you to determine what you are wanting to achieve and how best to deliver those outcomes to you.

We will work with your team(s) to ensure everyone is armed with the knowledge and training to use your new systems and processes efficiently.
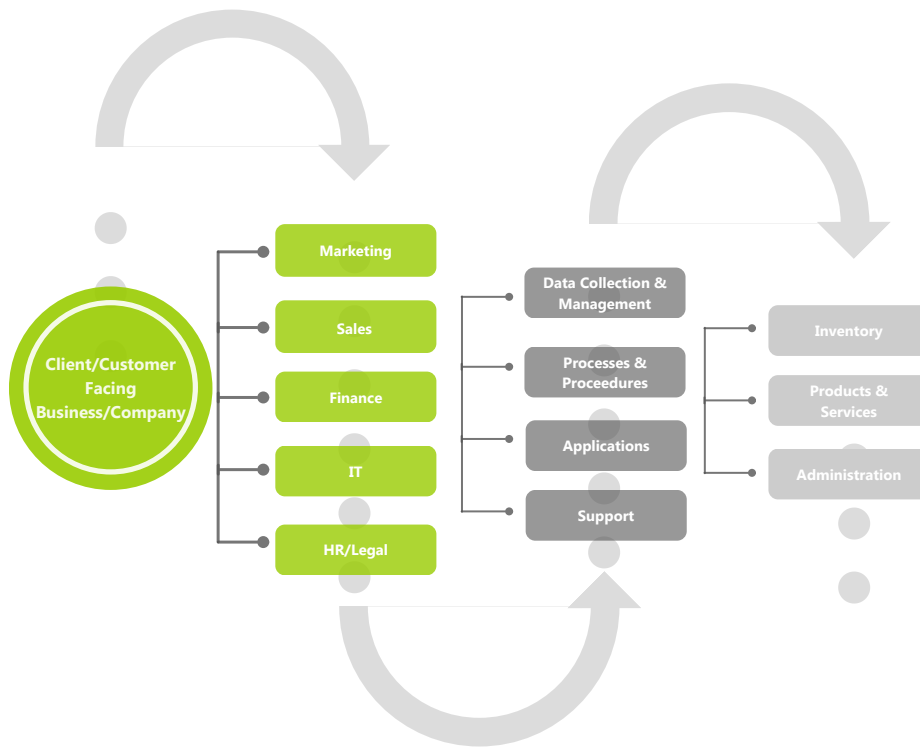
We can be your guide while you start to manage the machine that is your business rather than being the machine of your business. Implement systems that allow you to take a step back and see the big picture. Empowering your team to self solve problems and have the system as the central source of truth on what to do, how to do it and when.

Digital transformation is as much about people as it is about technology. In the same way that an adjustment was required from riding a horse to driving a car, the impact can be significant.

RELEVATE PEOPLE

We help you with ongoing support using our technical virtual staffing services. Get your very own embedded resource for things such as inventory management, internal system maintenance, technical support. A great option for when you have completed the project and have switched to maintenance mode.

Our premium facilities attract top talent, and we can provide great people with high quality computers and screens to do their best work for you in the time zone that you need them.

We are open and transparent with pay and benefits so you know that we are treating your people with the same care and respect as someone local.

We believe in creating a great culture and providing a safe and secure environment for your virtual staff to keep your operations secure and provide excellent service to you and your customers.

We help you find technical staff to work on a range of platforms such as Dynamics, Salesforce, Power BI, .NET developers and virtually any other technical role that can be done remotely. We screen all applicants for skill, quality and security. We interview them with you and make sure that their English comprehension as at the level required. Once you are happy and we hire the resource, we work with you to ensure a smooth onboarding.

Our premium facilities have power backup, 24-hour access capability if you are hiring in those shifts, premium internet and we work on secure network hardware to reduce cyber Secuity risk. You can opt for a private cloud and if necessary, we can partition a private workspace.

- BUSINESS TECHNOLOGY CASE STUDY -

THE CLIENT

INDUSTRY: Steel Manufacturing
REVENUE: TEAM $16 million
SIZE: 120
LOCATIONS: Multi Location in Queensland

THE SITUATION

- There were a ton of disparate systems.
- Paperwork was piled a mile high in the office with invoices yet to be entered into the system.
- Processes were handled with paper job sheets that were often water damaged or went missing.
- Financial reporting took days to weeks.
- Management had no visibility on sales team activities.
- All staff took 10 minutes to log into the on-premises server to do any kind of work

THE CLIENTS WORDS

❝

We knew we needed a system but didn't know where to start. We started with CRM and then we designed and built an RFI portal which saved a ton of back and forth between builders, drafters, our clients and us. It saved countless hours and sped up our project delivery.

Ryan Minogue
General Manager

HOW DID WE HELP?

The team at Network Steel had grown significantly over the years and the old ways of doing business were starting to take its toll.

We worked with Network Steel to help discover what digital transformation could do for them and how a number of small changes would add up to a very big change.

- We helped them to determine the cost to benefit ratio of Digital Transformation

- We sped up business processes using customer portals and CRM to help them deal with a construction book and a diminishing workforce.

- We gave their sales team a mobile accessible CRM that allowed them to enter better notes and accelerate the sales cycle.

- We built an RFI portal which dramatically accelerated the job proposal process and removed revenue roadblocks.

- We helped the accounts team credit check potential leads and dramatically reduce client defaults.

In 6 months, network steel grew from 70 staff to 120.

📞 CALL US ON 1300 677 276 TO FIND OUT HOW WE CAN HELP YOU!

My team and I would LOVE to help you with your businesstechnology. Give us a call on 1300 677 276 and let's have a quick 10-minute non-salesy chat!

Avon Collis
CEO
e: avon.collis@relevate.au
w: relevate.com.au

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CONTACT US

Get that feeling of confidence and control in your business:

For more information on how we may be able to assist you scale your business faster please don't hesitate to contact us.

Australia | New Zealand | India

Phone: 1300 MSP CRM (1300 677 276)
Email: Contact@relevate.com.au

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