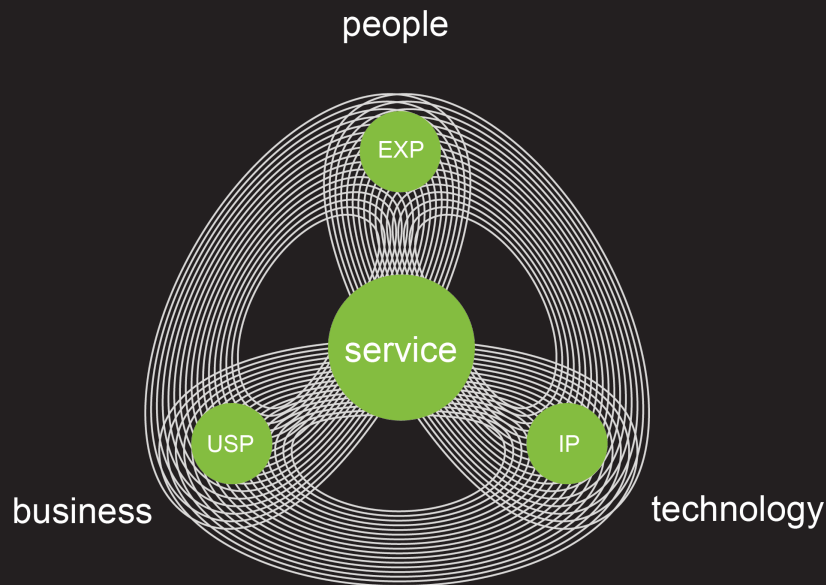


# PROSPECT OVERVIEW



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## DIGITAL SERVICE EXPERIENCES

### Research & Insight

Market, trend & technology analysis  
User insights  
Experience Assessment  
Customer journey maps

### Experience Strategy

Experience vision  
Experience roadmaps  
Digital strategy  
Service blueprints

### Experience design

User experience design  
Experience prototyping & Testing  
Technical specification & build  
Tools transfer & training

# SUCCESSFUL BUSINESSES ARE BUILT ON GREAT SERVICE EXPERIENCES. WE CREATE THOSE EXPERIENCES.

We create digital customer experiences that solve business challenges and achieve value. Faster.

For you this means:

**Greater customer loyalty. Better efficiency. Accelerated growth.**

## What we have achieved for our clients

**bmi:** site redesign resulted in a 20% increase in conversions of online ticket sales.

**Silverjet:** Digital customer experience for a start-up, business class only airline. Exceeded booking targets by 17%.

**Abercrombie & Kent:** Sanctuary Retreats digital service strategy increased visits to booking enquiry by 192% and booking revenue by 238%, overall visits by 55%.

**Eurostar:** Relaunching the digital passenger experience online and on-board resulted in increased brand reach and customer loyalty with steadily rising bookings.

**Nokia Siemens Networks:** Enabled \$17bn joint venture to establish a credible global brand via their internet, intranet and extranet sites.

**CITE:** Created digital experiences that raised £1.5m to launch an online fund management community.

**Nokia:** Service design yielded 50% increase in productivity for business analysts and their ability to analyse data.

**Tesco:** Validation of groundbreaking multi-touchpoint retail innovation concept across national stores.

**Europcar:** Online marketing email redesign achieved 220% increase in orders, 288% increase in revenue.

## Our promise

We create innovative, future-ready customer experiences that connect people and businesses across digital touchpoints. Customers love the products and services we design because they're meaningful, seamless and a joy to use. Businesses value them because they get measurable results. Like greater customer loyalty, better efficiency, accelerated growth.

## How we do it

We look at your service in its totality. Your customers. Your operations. Your entire service offering. Then we mix hard commercial reality, people-focused insights and fresh thinking to deliver digital solutions that are genuinely valuable.

## Why work with us

**We create value for your business. Through design.**

**We'll resolve your business pain points. It won't hurt much.**

**We'll help you succeed. Faster.**

**Results that you can measure. Repeatedly.**

**Large-agency skills and expertise. Without the overheads.**

We work with businesses in travel, transport, telecoms, IT, finance, retail, education, publishing and the public sector. Our clients include household names that you've probably heard of and some that are rapidly making a name for themselves.

## What a few clients have said

"Prospect have been an absolutely essential part of our team from Day 1. They have been innovative, practical, flexible, responsible, focused, down-to-earth and visionary. We have developed a deep respect for Prospect's ability to help us through change."

Graham Honeywill, Head of Online Marketing, Nokia Siemens Networks

"Prospect's impact has been vital in driving our consumer direct business forward. Our visit to enquiry percentage has increased by 192%, increased booking revenue by 238%, increased visits by 55%, and reduced the bounce rate by 80%. Our guests love the experiential element of our site."

Katherine Gershon, Global Sales / Marketing Director, Abercrombie & Kent

"Prospect has helped us to continually improve our customer experience. Through excellent teamwork, we have increased conversions by 20% and delivered an award winning online service. We could not have done it without the expertise and drive of Prospect."

Tamarah Khatib, GM Online Sales, bmi

Prospect was the only one out of 9 agencies that really understood where we needed to go as a business. With their experience in travel, Prospect was able to combine great design with an in-depth understanding of what really mattered to customers. So we were able to balance what looks good with what is easy and intuitive for people to use. We look forward to their continued input into making Eurostar the most loved travel experience in Europe.

Nick Mercer, Commercial Director, Eurostar

Prospect can help you achieve your business ambitions. Give us a ring. Or just drop by!

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# OUR EXPERIENCE

A&K were looking for an innovative and business centric agency that would support our strategic objectives to become the luxury travel market leader. We chose Prospect not only based on their extensive travel expertise, but also based on their sharp commercial mindset mixed with a rigorous people centred and service design approach. This magic combo helped us to unearth crucial customer insights and innovation opportunities, informing a highly visionary solution. We have co-created the best travel experience in the industry.

Tamarah Khatib, Director of Global Ecommerce, Abercrombie & Kent

“If you could combine three ingredients together to create a great agency, I'd choose experience, process and results. Prospect has them in abundance. Even better, work felt more like play. How cool is that?”

Justin Knecht  
Center of Design and Innovation

“We were looking for a group with strong capabilities in user-centred online development and found our agency in Prospect. We were really impressed with their working processes and are very happy with the outcome.”

Adam Fennelow, Director of Development Design Business Association

## Corporate

BrandVoice  
Capita  
Dimension Data  
M&C Saatchi

## Finance & Property

City Index  
Klamp Investment Management  
Credit Lyonnais  
Deutsche Bank  
Experian  
Hill & Knowlton  
Morgan Stanley  
FPD Savilles  
Oqyana Real Estate  
Primelocation

## Retail & Well-being

Circle Health  
GSK  
Kopenhagen Fur  
Marstons  
Monsoon  
Nestlé  
NHS  
Smith Kline Beecham  
Tesco

## Technology

Cisco  
Dimension Data  
Fezee

## Telecoms

BT  
Motorola  
Nokia  
Nokia Siemens Networks  
Orange  
SKY  
Vodafone

## Travel

Abercrombie&Kent  
bmi  
British Airways  
Eurostar  
Europcar  
Holiday Extras  
Mandarin Oriental Hotels  
Resorthoppa  
Sanctuary Retreats  
Silverjet  
South Central Trains  
Virgin Holidays  
W&Onderful Travel

## Public Sector

BBC  
Cancer Research  
City of Milton Keynes  
Creative Industries KTN  
Department of Further Education  
d-media  
Home Office  
Flanders in Shape  
The Design Council  
The Design & Business Association

## Publishing

MacMillan  
Pearsons  
IFRS