Futureproof your client base with the power of data innovation

Tess Guthrie (she/they)

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Tess & WhyHive

- Pure Mathematics & Philosophy (Monash University)
- Cognition & Philosophy Lab researcher
- Gender advocacy & violence prevention
- Founded WhyHive in 2018
- Women Leading Tech Awards winner in Data Science in 2021

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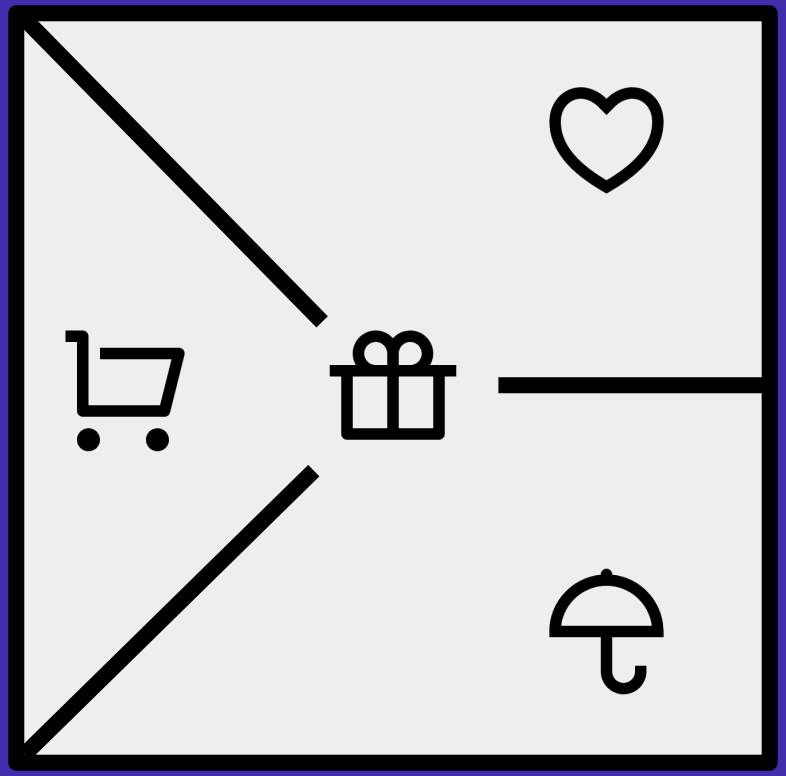
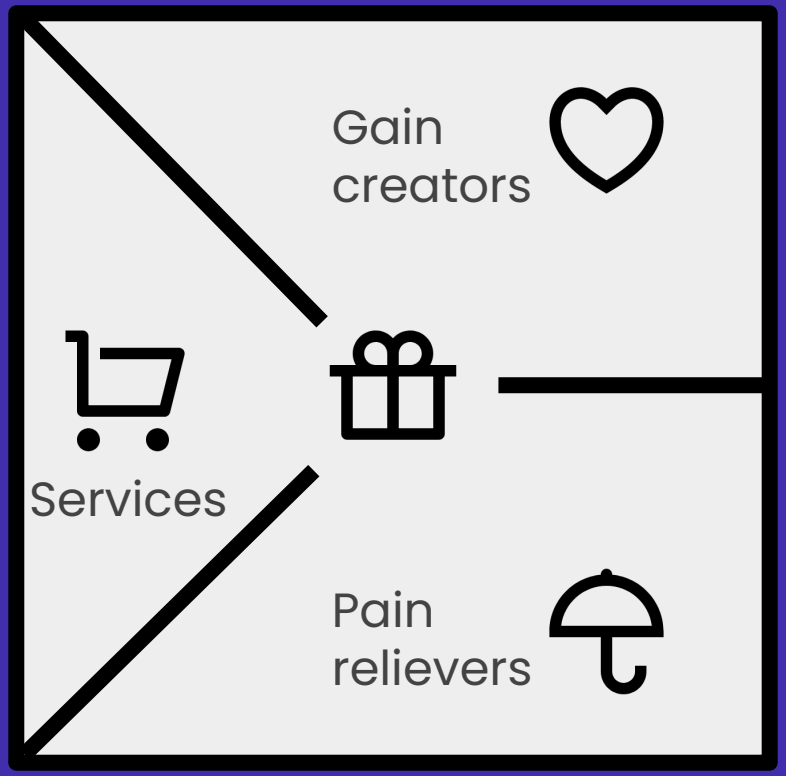
Think like a Startup

Value Proposition



Customer Profile

Value Proposition



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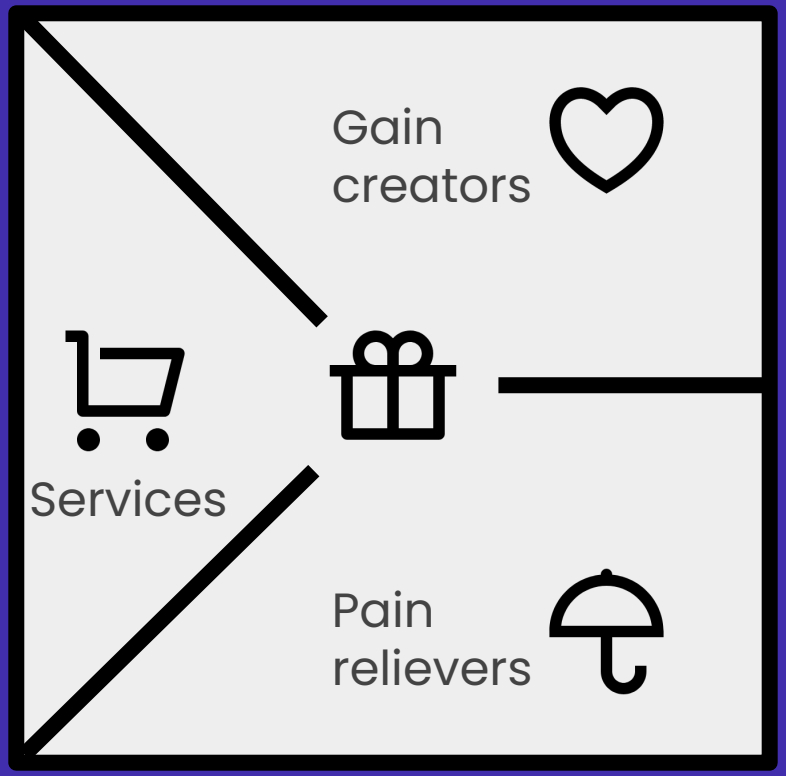

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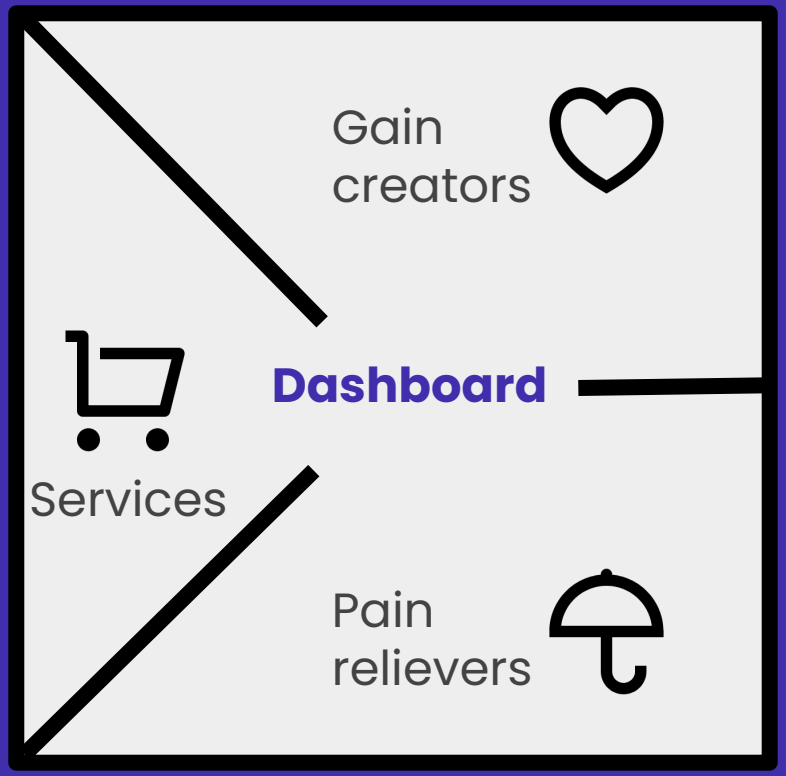

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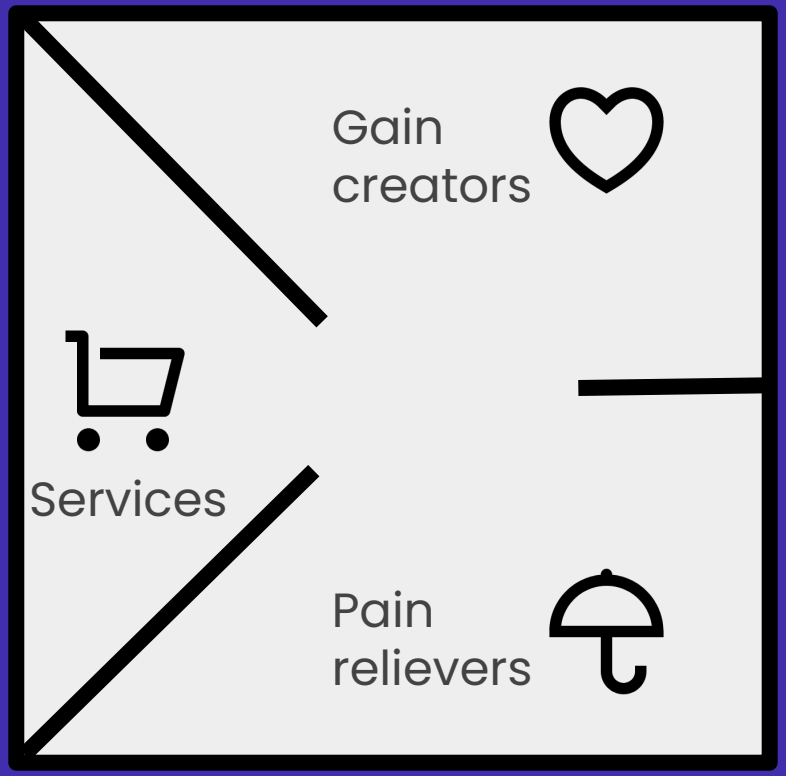

Customer Profile

Validate through data collection

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Agile Manifesto

2001

Individuals and interactions *over processes and tools*

Working software *over comprehensive documentation*

Customer collaboration *over contract negotiation*

Responding to change *over following a plan*

Agile Consulting

What we've learnt:

- Designate a "product owner" to represent client needs
- Update on insights iteratively
- 'User test' your advice
- Build flexibility into contracts & allow for pivoting
- Get a version of what you're creating working asap
- Respond to change

Agile Consulting

What we've learnt:
Build trust.

- Designate a "product owner" to represent client needs
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Think like a Data Scientist

Where is your data?

And how can this be used to innovate and optimise?

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- Operations & process documentation
- Feedback from team members (structure)
- Brand engagement & channels
- Service/product feedback about customer experience
- Partnerships and networks as datasource
- Sales and financial data (business model opportunities)

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Understanding customers

- What do you need to know about your client or their customers to provide recommendations?
- Collect the right data
- Develop insights

Services and Customer Experience: *detect early signs of attrition*

- Collect data on your customer's experience and key characteristics
- Identify customer lifetime value
- Consider using predictive modelling on customer churn likelihood

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Thankyou

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Links to clients & partners can be found on our website:
www.whyhive.com

Stay in touch with us on LinkedIn:
www.linkedin.com/company/whyhive

How to collect it?

Ask yourself what you need to know in order to meet your organisation's goals.

- Ask your donors, customers, beneficiaries through a survey or interview
- Start tracking information through a CRM or spreadsheet
- Conduct focus groups and notice recurring themes or patterns
- Set up web tracking softwares (e.g Google Analytics, Hotjar)
- Check out social media insights and data
- Show different types of content to your audience to see what they respond best to

Consider...

Some things to keep in mind when collecting or collating data.

- Seek legal/ data security advice around privacy and protecting the data in proportion to how sensitive it is
- Ensure you have permission from those who have given the data, to use it how you plan to use it
- Store the data in a safe place and upskill staff as needed
- Ensure you have a good sample - make sure you're not just hearing from one population if your organisation services different populations
- Consider your theory of change and what components of that you need to measure as a starting place
- Consider what information would help you to make better decisions
- The implications of your work in data and modeling (ethics)