

SALESFORCE

Q BRANCH EMEA

NOVEMBER 2021 - PRESENT

EMEA LEAD CREATIVE STRATEGIST

Project Spotlight #1



Natalie Lehoux
Lead Creative Strategist



Damien Fleminks
Lead Technical Consultant



Checkatrade.com

\$600K

Pipeline

175
Q Hrs

Q Branch Team



ADVISORY

Account team
Connection & Briefing



PLAN

Customer workshop
planning

ADVISORY

TECHNICAL

ADVISORY

TECHNICAL

Customer workshop



ORCHESTRATE

Workshop
summary

ADVISORY

ADVISORY

Account team
workshops

Story write
up & sign off

ADVISORY

ADVISORY

CX

DESIGN

Vision deck & UI
screens production



DELIVER

Customer
presentation

ADVISORY

ADVISORY



Workshops
Story design
Vision deck

TECHNICAL



Workshop
Technical advisory

CX



Mobile App

DESIGN



Image research

Checkatrade

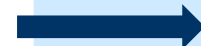
The Challenge

Empowering long-time and new members to grow their business and brand in distinctive ways by providing them with the tools and support they need to succeed.



The Solution

We created a vision of the ultimate 'back pocket business partner' to help Checkatrade members digitally build their business and brand their way.



The Execution

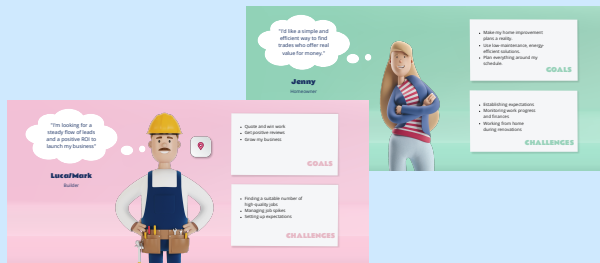
A series of customer facing and internal account team workshops helped shape our messaging, magic moments and overall value proposition.



1. Vision Workshop Customer facing



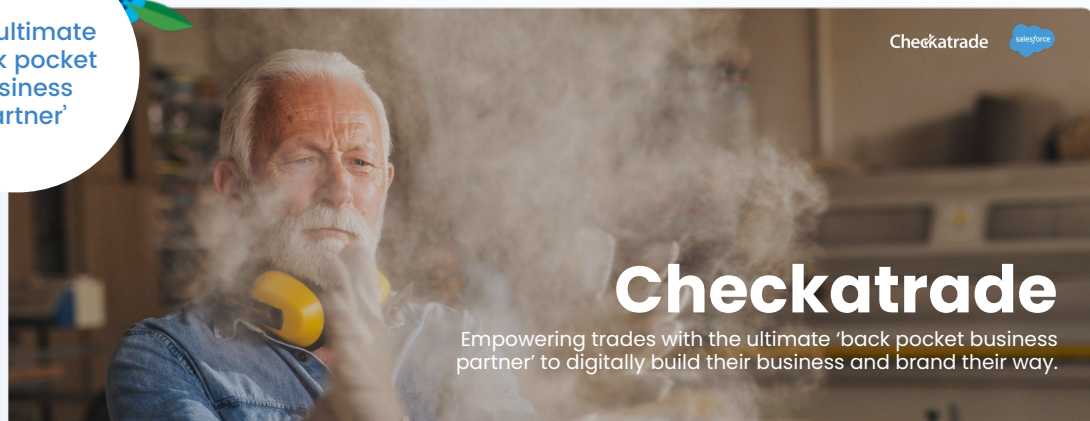
2. Hero Workshop Internal account team




3. The heroes of our vision Personas & Storytelling



The ultimate
'back pocket
business
partner'



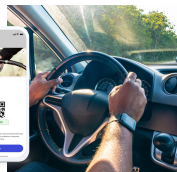
Checkatrade 

Checkatrade

Empowering trades with the ultimate 'back pocket business partner' to digitally build their business and brand their way.

New Member

Amazed by the flexibility with which he can set up his business, Luke signs up for a standard membership. He immediately sees the value of Checkatrade when he receives a fast voucher to help him on his way.



Inspiration

Meet Jerry, a homeowner looking for affordable inspiration and practical design solutions. She sees a Checkatrade home improvement ad while scrolling through Instagram. A seasoned Checkatrade customer, she has a good eye for value and is well on her way to securing her next happy award.



Reviews

After a job well done, Luke would like to increase his chances of remaining top of mind with his customers. Checkatrade helps him and for reviews with personalised messages to send to his clients.





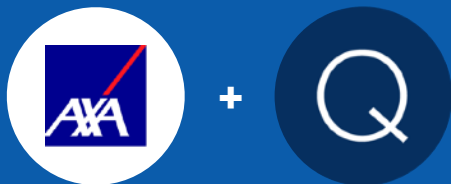
Christian Duncan
ESC Account Executive

A special thanks to Natalie and the Q Branch team! Can't thank you enough! Honestly it looks great and all the help you've given us is just amazing."

Q Branch gave the account team the tools to communicate a vision that resonates with the customer.



Project Spotlight #2



Natalie Lehoux
Lead Creative Strategist



Pierre Bintheux
Senior Experience Designer





188
Q Hrs

\$10M
Pipeline

Q Branch Team



ADVISORY

Account contact
Define expectations
& deliverables

 PLAN

Collaborative story
development

ADVISORY

VIDEO

DESIGN

CX

Video & design briefing



ORCHESTRATE

Story amendments
Sign off

ADVISORY

VIDEO

DESIGN

CX

Validate deliverables

 DELIVER

Production
alignment

ADVISORY

Account
feedback

ADVISORY

ADVISORY



Story & Project
Management

CX



Microsite

DESIGN



Vision deck

VIDEO



Video writing



Creative direction



Production



Motion graphics



AXA France

The Challenge

Assist AXA to reduce technical debt and reinvent customer relationships so they can deliver a simple user experience with exceptional service quality.



The Solution

A compelling vision of how AXA employees can use insights to personalise experiences and design automated experiences to reduce time-to-value by digitising customer journeys.





Meet Emmanuel & Thomas

They are committed to serving as life partners for their customers by providing the most seamless experience possible. They dream of an ergonomic console with guided processes that allows them to access key information with fewer clicks.

What do they need from AXA to go further?

Agent/company collaboration is simple and progress indicators are actionable. Customers should be able to contact agents through channels other than traditional channels (partners, brokers, other intermediaries).

Emmanuelle
Insurance Agent
Personal &
Corporate Clients



Thomas
Service Manager



VISION

We showed AXA how they could cultivate more authentic, personal connections with their customers and employees.

'Last year they
didn't want to
hear from us.
Now they are
committed'

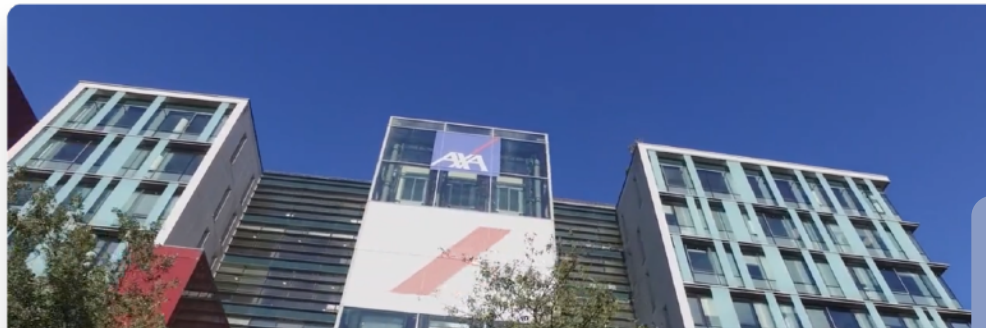


VISION KEY THEMES DEMO CONTACT



AXA et Salesforce

Engagés ensemble dans
la transformation de l'expérience client



KEY TAKEAWAY

We created a microsite rich in
interactive demos with a
vision video and key business
objectives to bring the vision
for AXA to life.



Stéphane BAUDET-LAMBERT
Principal Solution Engineer

Thank you Q Branch for your responsiveness and professionalism in developing this microsite. It made a big impression on AXA's Head of Digital Transformation.”

Q Branch created the impact the account team needed to get buy-in from C-Suite executives.



Project Spotlight #3



Natalie Lehoux
Lead Creative Strategist



Shannon Foy
Communication Designer





35
Q Hrs

\$1.1M
Closed

Q Branch Team



ADVISORY CREATIVE

Kickoff: expectations
& deliverables

PLAN

Scenario definition
& delivery timeline

ADVISORY CREATIVE

CREATIVE

Brand kits
Visual research

ORCHESTRATE

Quality check-in

CREATIVE VIDEO

CREATIVE

Design system:
Character &
animation library

DELIVER

ADVISORY



Expectations &
Deliverables

DESIGN



Characters &
Animation



Visual Research

VIDEO



Support &
Guidance



Bouygues

The Challenge

Create compelling demos that speak to C-Suite stakeholders who are subject to change.



The Solution

A design system to craft bespoke demos for senior executives. That contains a character and animation library with a brand kit.





'Beautiful,
wow and
impactful'



NEXT STEPS

Create a white label character
animation toolkit for telcos
across EMEA & AMER.



Patrick Pelot
Senior Solution Engineer

Q Branch captures my needs by transforming ideas in unique ways that capture the account team's vision and their customers' imagination to have even more impact!"

Q Branch created the tools account teams need to create compelling product visions.



FY23 ACCOUNT IMPACT



KPIs

Team Impact

ACV PIPE TOUCHED

\$275M

ADVISORY
ACCOUNTS

280

ACCOUNT CLOSE
RATE

76%

TARGET **70%**

Individual Impact

ACV TOUCHED

\$27M

ADVISORY
ACCOUNTS

30

ACCOUNT CLOSE
RATE

96%

AVERAGE **56%**



Checkatrade.com

