

INTERACTION ENGINE DESIGN

# Not a tech review. A design of every touchpoint that runs the business.

Internal and external interactions. The processes moulded around them. The Interaction Engine that makes category leaders look like leaders.

WHY THIS IS HIGHER VALUE THAN A TECH AUDIT

## Most “reviews” stop at the stack. The money is in the touchpoints.

A tech review asks which tools you have and what to replace. Interaction Engine Design asks something larger: every place a customer or a colleague meets the business, and how your processes are shaped around those moments.

### NARROW (COMMON)

#### Tech / stack review

- Inventory of systems and licences
- Gaps, integrations, vendor options
- A rebuild or migration recommendation
- Process treated as something to bend later

### WHAT WE SELL

#### Touchpoint + process design

- Every internal and external interaction that matters
- How work and customer journeys actually move
- Processes moulded to those touchpoints, not the other way around
- A clickable Interaction Engine that makes that real

#### Business case in one line

Category leaders delight on every interaction and grow capacity without a matching hire curve. Followers still run on inbox, bent CRMs, and bolted-on tools. The gap is not ambition. It is the machine between the two.

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Interaction Engine Design is the paid engagement that designs that machine before you commit to an eight-week first release.

FOR AMBITIOUS BUSINESSES THAT INTEND TO LEAD

## What category leaders run on. What followers still put up with.

### WHAT CATEGORY LEADERS RUN ON

- One place people open first for customer and staff work
- Journeys feel coherent to the customer and to the team
- Capacity rises without headcount climbing in lockstep
- The stack matches how the work already runs
- AI sits inside the workflow, under your control, and strengthens how people already work

### WHAT FOLLOWERS STILL PUT UP WITH

- Inbox and sheets still hold the truth
- A bent CRM owns the process
- Empty SaaS tabs and bolted-on tools
- Private work pasted into ChatGPT, with no control over where that data goes
- Headcount climbing with volume

Also not the answer: a chatbot nobody opens, an AI licence with a demo bolted on, or an 18-month transformation programme before anything useful ships.

### The Interaction Engine is how you get there

The system under every customer and staff interaction. Designed around how you work. First release in about eight weeks. Not a portal project and not a two-year programme as the first move.

## INTERACTION ENGINE DESIGN

## Three pillars. Fixed fee. Multi-week. You leave with a prototype, not a deck.

This is not a soft workshop or a slide strategy. It is a design engagement that makes the Interaction Engine tangible against your outcomes and your real touchpoints.

### 01 Where category leaders get to

What winning in your category means for you. Customer experience. Internal experience. Capacity with the same headcount. Delight on every interaction. Concrete outcomes, not vague aspiration.

### 02 What is holding you back

Deep analysis of stuck stacks, broken handoffs, and the places customer and staff interactions fail. How process has been bent around tools. Interviews and work-mapping. Not a surface survey.

### 03 The Interaction Engine prototype

An interactive prototype of your engine until it clearly bridges blockers to outcomes. You leave able to click the machine that sits under those touchpoints, not read another report.

You also leave with a named first release: scope, outcomes it must move, and the commercial next step. Sometimes the honest answer is not to build yet. The Design is still yours.

WHO THIS IS FOR

## Built for established businesses that will own how the work runs.

Owners, COOs, ops directors, and IT-adjacent leaders who feel volume, handoffs, or product ambition outrunning headcount and tooling.

### RIGHT FIT

- Nothing off the shelf fits how you work
- CRM owns the process, or inbox and sheets hold the truth
- You can name outcomes (throughput, revenue, NPS, capacity), even if the path is unclear
- You care about every internal and external touchpoint, not only the tech inventory
- You want to see the engine before an eight-week first release

### WRONG FIT

- You want a public chatbot or AI slides with no system to own
- You want a multi-year transformation programme as the first move
- You want staff augmentation forever, not a system your team runs
- You only want a narrow tech audit with no process or touchpoint design

### If you already did your own discovery

Some buyers arrive already scoped (a clear biggest-impact internal project). Interaction Engine Design still earns its place when the job is to validate touchpoints and process around that outcome, and to leave with a prototype before build. If Design is truly redundant, the honest next step is a fixed Impact Build. We will say so.

## WHAT HAPPENS NEXT

## Design. First release. Grow the engine.

01

**Interaction Engine Design**

Ideal. Deep analysis.  
Interactive prototype. Named  
first release or an honest  
stop.



02

**Impact Build**

First release of that engine in  
about eight weeks. You own  
it. Real users.



03

**Strategy & Build**

Grow the engine monthly.  
Senior strategy plus ongoing  
development. Pause anytime.

Each phase ends in a decision. You only continue when the next step has earned it.

### Worth a conversation?

If category-win outcomes are clear enough to name, and the stack is the quiet blocker, talk. The usual next step is Interaction Engine Design: every touchpoint that matters, the processes moulded around them, and a prototype of the engine that runs both.

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