

We help organisations understand the people behind the numbers — and influence the choices that drive growth.

More acquisition. More advocacy. More wallet share.

Growth is not about better offers.
It's about better human understanding.

For Business Heads and Strategy Leaders
who care about outcomes that compound.



The Outcomes That Matter Most



Win More New Clients

Decisions are influenced by perceptions, not just products.



More Word of Mouth

Happy clients talk. Advocates bring you your next clients.



Increase Wallet Share

Clients buy more when value is felt, not just promised.



Stronger Loyalty

Relationships deepen when experiences feel effortless.

Where Growth Leaks

- ✗ Clients don't see the full value
- ✗ Onboarding feels complex
- ✗ Advice isn't acted upon
- ✗ Competition wins on emotion, not logic
- ✗ Little advocacy or referrals
- ✗ Low share of wallet



Why Behaviour Matters



Decisions are driven by heuristics, emotions and context — not spreadsheets.



Perceptions of trust, ease and relevance drive action.



Small moments shape big outcomes — acquisition, advocacy and wallet share.

The Terragni Role



We uncover the invisible behavioural drivers that shape client choices.



We design experiences and interventions that change behaviour.



We help you win more, keep more and grow more — sustainably.

The Terragni FMC Model

Human behaviour is the engine behind every business outcome.



x



x



=



Change behaviour, and you change acquisition, advocacy and wallet share.

How Terragni Drives These Outcomes

01

Acquire More New Clients

We decode what influences prospects to choose you over others — and what creates immediate trust.



02

Create Advocates (Word of Mouth)

We identify the moments of delight that turn clients into enthusiastic advocates.



03

Grow Wallet Share

We understand barriers to buying more and activate ways to increase share.



04

Build Loyalty That Lasts

We strengthen emotional bonds and perceived value that reduce churn and deepen retention.



Real Impact. Measurable Growth.

30%+

increase in new client wins

25-40%

higher word of mouth referrals

15-30%

increase in wallet share

Stronger retention and lifetime value

Across BFSI clients in Wealth & Asset Management

“ We don't just research behaviour. We change it — to *move the outcomes that matter* to your business. ”

Ideal Partners



Business Heads (Wealth, RM, Growth)



Heads of Strategy & Planning



Marketing & Brand



Client Experience Leaders



Sales Productivity Leaders

Because when you understand human behaviour, you don't just grow. **You grow intelligently.**