

EXPERIENCE MATTERS

INSPIRING THE FUTURE, TOGETHER.



Customer Experience &
Employee Engagement
Are the Fastest Paths To
Sustainable Growth for
2021 and BEYOND

Supporting Growth,
Empowerment & Engagement

Strategy | Training | Consulting



4xi

Global
Consulting
& Solutions



EXPERIENCE MATTERS

CX: Strategy | Training | Consulting

WHO WE ARE:

4xi Global Consulting & Solutions is a boutique consulting firm founded by a senior team from the world of client-side operational leaders and service provider professionals. With offices in New York and San Francisco, we have presence across North America, in Europe, South America, and in Asia. We're here to support your success.



4xi

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& Solutions

www.4xiconsulting.com

WHAT WE DO:

We offer a range of turnkey solutions to support organizations with strategy, innovation, project support, planning, and growth initiatives. Whether you're looking to enhance operations, expand your products to new markets, or just to access our network and in-depth insights and experience, 4xi is here to help.



Contact us today to learn more: Hello@4xiconsulting.com





You don't have a Sales Problem

You have a fundamental gap in customer experience and employee development.



CUSTOMER EXPERIENCE (CX) TRAINING + STRATEGY

4xi is here to support your growth

We recognized that as organizations flexed during the pandemic, and as they enter the “new normal”, they need support. Reductions in revenue and headcount, more employees working from home, and the rise of the gig economy have created the need to be leaner and more efficient, with targeted talent and expertise.

We provide impact in four ways:

- ✦ Customer Experience Strategy and Consulting
- ✦ Employee Skills Training + Leadership Development
- ✦ Custom CX Program Creation + Deployment
- ✦ Motivational Keynotes

A world-class advantage

Utilizing best in class out-sourced support services not only allows you to control costs and pay for services on-demand, but also enables access to the latest industry thinking and innovations across the globe.

The opportunity to out-source can help you maximize efficiency, focus on your core business, and ultimately provide a better end-user and client experience. 4xi Global Consulting & Solutions is that team of highly respected industry leaders that can assist you in your strategic goals.



CONSULTING

- ✦ Personalized hospitality strategies to realize your vision
- ✦ Establish business behaviors that drive success
- ✦ Craft a service platform for your organization



TRAINING

- ✦ Impactful employee skills + service training
- ✦ Leader workshops that translate your vision to action
- ✦ Deployment strategies to sustain service authenticity



SPEAKING

- ✦ High energy motivational keynote talks
- ✦ Customized for your business goals
- ✦ Establish a common purpose and clarity for your team





OUR SOLUTIONS ARE CUSTOMIZED FOR YOUR BUSINESS AND YOUR CULTURE



DESIGN

Design your customer experience & brand strategy and update your customer service programs



SUSTAIN

Create playbooks and collateral to reinforce your vision and sustain your mission



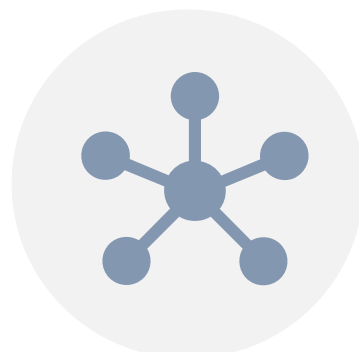
SCALE

Create a scalable deployment strategy to bring your vision to life



ANALYZE

Analyze surveys and customer feedback to create actionable tactics for Improvement



CONNECT

Connect your vision and strategy to daily team behaviors through training & leadership development



INSIGHTS

Interview clients, customers, leaders, and team members to provide a holistic customer experience overview

“It’s 5-times more costly to acquire a new customer than to retain an existing customer.”



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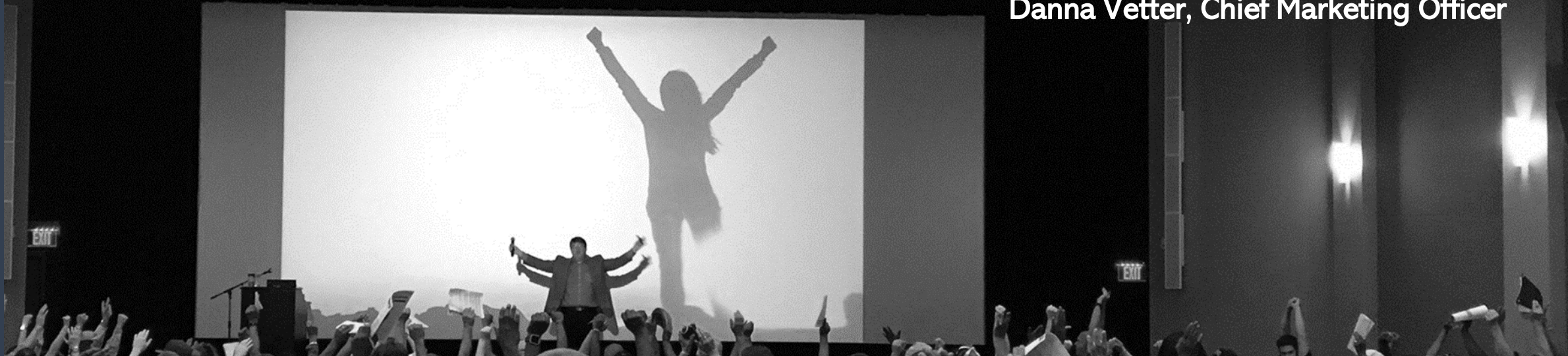




An elevated and consistent approach to driving a culture of hospitality & results

"Tony Johnson is one of the most highly engaged customer centric professionals I have ever had the pleasure to work with. Many of us say it, but Tony actually DOES put the customer at the center of everything he does. He is the guy you want helping you develop and deliver your customer service strategy"

Danna Vetter, Chief Marketing Officer



STRATEGY DEVELOPMENT PROCESS

Customer Experience is innately Personal.






To that end, we propose the following customized approach to customer experience strategy and training for your organization.

We will work with your leadership, employees, and customers to craft a sustainable plan to create and deploy a culture-building experience platform.

We will connect your core values and goals to a training mechanism that can be updated as the marketplace evolves, but it steeped in the fundamentals of personalized hospitality.

- ❖ Customer Experience (CX) and employee engagement are not "soft skills" but rather the fastest paths to sustainable growth
- ❖ We help you translate your vision into the daily success behaviors that your team can easily understand, implement, and repeat
- ❖ We will work together to create a customized experience to tie together all aspects of the CX culture across all portfolios



				
ASSESS	CREATE	TEST	DEPLOY	SUSTAIN
We understand your needs by listening to key stakeholders and analyzing your customer feedback	By aligning with your brand and mission we create a strategy designed to advance your business goals	We test at select locations, gather feedback + results, and use to iterate your final CX strategy	Our training strategies complement the customized collateral and playbooks designed to mobilize the CX strategy	We help you monitor and analyze results as well as formulate team communication strategies for long term success

TOUCHPOINT EXPERIENCE FORMULA

By aligning these principles, we keep the focus on the customer plus an eye on the details

People:	The leaders and team who care for customers in person, on the phone, or via chat
Product:	The solution for your customer's problems or the service you offer
Place:	Where your team meets their customers - this could be live, virtually, or via A.I.
Process:	How things get done safely and in a repeatable manner



PEOPLE



PRODUCT



PLACE



PROCESS





Employee Training is an investment in your business growth

Engaged teams are more
productive, stay longer, and deliver
better customer service

PROGRAM EXAMPLES



IGNITE YOUR SERVICE HOSPITALITY TRAINING

For front line associates, managers, and supervisors who serve customers and are responsible for front line operations

- ✦ Learn the fundamentals of service, including the G.U.E.S.T. customer experience model
- ✦ Understand the importance of empathy and understanding to serve customers
- ✦ Develop ownership for quality, customer experience, and safety
- ✦ Learn how to solve problems and execute Service Recovery to protect the customer experience



IGNITE YOUR SERVICE LEADERSHIP WORKSHOP

For anyone who leads people but great for new supervisors or those moving into areas of additional responsibility

- ✦ Selecting and building results-driven teams
- ✦ Using training and communication to build consistency and quality
- ✦ Leveraging recognition to build behavior and culture
- ✦ Sustaining a culture of service and quality through the 5 leadership priorities



CONTACT CENTER SERVICE TRAINING

For front line associates, managers, and supervisors who serve customers and are responsible for contact center operations

- ✦ Learn the fundamentals of service, including the G.U.E.S.T. customer experience model
- ✦ Understand the importance of empathy and understanding to serve customers
- ✦ Develop ownership for quality, customer experience, and safety
- ✦ Learn how to solve problems and execute Service Recovery to protect the customer experience



PEOPLE FIRST PATIENT EXPERIENCE

For front line associates, managers, and supervisors who care for patients in healthcare operations and hospitals

- ✦ Learn the fundamentals of service, including the G.U.E.S.T. customer experience model
- ✦ Understand the importance of empathy and understanding to serve customers
- ✦ Develop ownership for quality, customer experience, and safety
- ✦ Learn how to solve problems and execute Service Recovery to protect the customer experience

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- + 70% of employees report that they don't have mastery of the skills they need to do their jobs (Gartner)
- + Companies with high levels of employee engagement are 21% more profitable (Gallup)
- + The cost of replacing an employee ranges from 90% to 200% of their annual pay (SHRM)

PROGRAM EXAMPLES



LEAD LIKE YOU MEAN IT!

For leaders who want to improve their leadership acumen and create a legacy of service and results

- ✦ Learn to prioritize employee engagement and business results.
- ✦ Understand the cycle of leadership excellence
- ✦ Build your team through intentional recruiting and selection
- ✦ Learn to engage your team with meaningful daily conversations and recognition
- ✦ Build a culture of results through performance management



MANAGING PERFORMANCE

Ideal for leaders who manage large and diverse teams who want to start building a culture of quality and accountability

- ✦ Manage performance daily through micro-coaching and recognition
- ✦ Learn to use difficult conversations to improve team performance
- ✦ Understand how to assess your team and create a high, middle, low performer matrix
- ✦ Create action plans to move your team to the next level



BUILDING ONE TEAM

For leaders who want to align departments and increase communication within their business

- ✦ Learn to build ONE united team within your department or business
- ✦ Discover how to cultivate cross functional teams that span various departments
- ✦ Understand how to break down barriers in your team's daily work
- ✦ Learn to inspire others without formal authority
- ✦ Understand how to skillfully manage internal politics



CUSTOMER STRATEGY & VISIONING

For marketing leaders, senior leaders, and owners who want to establish a customer experience culture for their business

- ✦ Map your customer experience
- ✦ Analyze your last 12 months of survey data to create a plan for the future
- ✦ Align your brand vision to your daily execution
- ✦ Establish your brand voice and connect that to a tangible deployment schedule for your organization
- ✦ 12-month follow up cadence





EXECUTION

Takes an intentional approach to the details that many neglect



INSIGHTS LIKE NEVER BEFORE

Our proprietary processes bring rigor and accountability to customer engagement. These standardized procedures and reviews are designed to reduce guest friction and improve operational excellence.



CUSTOMER JOURNEY MAPPING

- ✦ Explore and map the key touchpoints that define your customer's experience
- ✦ Translate your brand into daily tactics and behaviors that reinforce your vision
- ✦ Analyze how people, place, product, and process support your company mission and customer success
- ✦ Craft a plan to address friction points from the customer point of view to build loyalty and grow market share



FRESH EYES REVIEW

- ✦ We conduct a complete business review, primarily focusing on your customer-facing aspects such as in-store service, website, and contact center
- ✦ We observe employee behaviors, leadership acumen, cleanliness, product quality, and overall service delivery
- ✦ We categorize our findings in the following streams: customer service, leadership, brand, and execution
- ✦ We conduct customer intercept surveys, focus groups with your team, and interviews with your leadership group
- ✦ Our team creates a full set of recommendations, including a path to deployment

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“As with a pyramid, our service strategy builds on foundational elements and ascends to greater heights of experience using the fundamentals as a base.”

A TIERED APPROACH TO CUSTOMER EXPERIENCE

A Customer Experience Strategy & Program Designed and Personalized For Your Business

- ✦ Development of Customer Experience (CX) Strategy
- ✦ Alignment of CX Strategy to Your Core Vision, Values, and Mission
- ✦ Creation of Customer Experience Training Programs
- ✦ Creation of Leadership Development Programs
- ✦ Initial Delivery of CX Training + Creation of Certified Trainer Program
- ✦ Creation and Implementation of Pre-Shift Meeting Program
- ✦ 30, 60, 90, and 120 Day Follow Up Sessions

We understand the power of brand, and how there is nothing more inspirational than your people living that brand.

IMAGINE your hospitality strategy and team of engaged employees setting your business apart from your competitors.

The marketplace is compressing core services into commodities, so the only way to differentiate your brand is to double down on leadership development and employee training.

GOLD		PLATINUM		DIAMOND
<p>These are the service standards that are price of entry in the hospitality marketplace.</p> <p>They represent a set of repeatable fundamentals that drive hospitality.</p> <ul style="list-style-type: none">• The behaviors and steps of guest service to guide frontline teams• Service recovery to correct customer issues and client opportunities• 7 customer commitments to align organizational strategy to front line actions for success	+	<p>We combine service fundamentals with leadership development to prioritize the team experience along with the customer experience.</p> <ul style="list-style-type: none">• Employee selection, training, communication, and engagement• Situational service that helps teams understand customer needs and challenges• The power of consistency + details• Situational roleplaying to help deepen employee empowerment	+	<p>This session implements the customer and guest journey, along with strengthening emotional connections with customers.</p> <p>This is about purpose-driven customer experience delivered with personalization and compassion.</p> <ul style="list-style-type: none">• Customer journey mapping and touchpoint optimization• Empathetic and values-based hospitality• Prioritizing diversity to create inclusive service environments





KEYNOTE + MOTIVATIONAL TALKS

IT'S MORE THAN A BRAND, IT'S A PROMISE

You make a promise to your customers each time you serve them, and they are relying on you to deliver. Every service moment defines their experience and your brand.

IT'S TIME FOR A COMEBACK

Learn to navigate change and drive your business as the marketplace continues to evolve. This session focuses on The Ignite Your Service Comeback Framework: Safety, Hospitality, Quality, and Simplicity.

JUST 10% MORE

The best organizations give just a little more than their competition (with targeted intentionality). This talk will motivate your team to put customers center stage and embrace the spirit of hospitality.

BUILDING CUSTOMER TRUST DURING ADVERSITY

Growing your business during times of challenge takes a blend of empathy, communication, and focus. Learn to deepen relationships and retain key business.

THE SIX CANONS OF CUSTOMER SERVICE

Customer loyalty is driven by passion and reliability. The Six Canons of Customer Service are your blueprint to deliver amazing customer and employee experiences.



Tony Johnson is one of the most inspirational, knowledgeable and experienced Customer Experience experts in the business today. After over 25 years of experience in operations, customer service, Tony rose through the ranks at global food and facilities giant, Aramark to become one of the most respected thought leaders in the CX community through his passion and expertise.

Today, Tony is a leading light with 4xi Global Consulting & Solutions, helping organizations of all sizes, and across all industries navigate the labyrinth of customer success and supporting their journey to success.



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“

We turn your
passion into a
compelling value
proposition for your
customers.”

”

WE ALL HAVE A STORY TO TELL — LET US HELP YOU TELL YOURS



EVENTS

Tony can host your event or “Emcee” your next event, team meeting or conference



HAVE FUN

Tony’s wit, enthusiasm, and love of people will keep your program lively and entertaining



LEARN

We will help you turn your expertise into an online session that will educate your audience



GROW

Your customers will value your CX approach and be more likely to seek you out to work with you



ENGAGE

You can tell your story via Podcast, Webcast, or live demo to your target audience



BROADCAST

We will help you take your message, your assets and help you broadcast to your target audience





Some of the organizations we've worked with over our decades of experience

Our team collectively has a world of experience working with world class organizations:



And Partners:



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CX TRANSFORMATION

Inspiring the future, together.

How can 4xi help you inspire your future?

- ✦ Customer Experience Strategy
- ✦ Guest Journey Mapping
- ✦ Employee Training
- ✦ Leadership Development
- ✦ Fresh Eyes Review
- ✦ Branding Strategy
- ✦ Employee Engagement
- ✦ Pre-Shift Huddle Cadence



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