

THE

# COMPETITIVE EDGE

INSPIRING THE FUTURE OF FOODSERVICE, TOGETHER.



**The resources you  
need to drive results  
IT'S TIME TO SHAKE  
THINGS UP!**

**As the marketplace continues to  
evolve and normalize, this is the  
time to challenge every assumption  
you have ever made about your  
team, your training, your  
technology, and your business.**

**Driving and delivering the best possible  
food service experience**



**4xi**

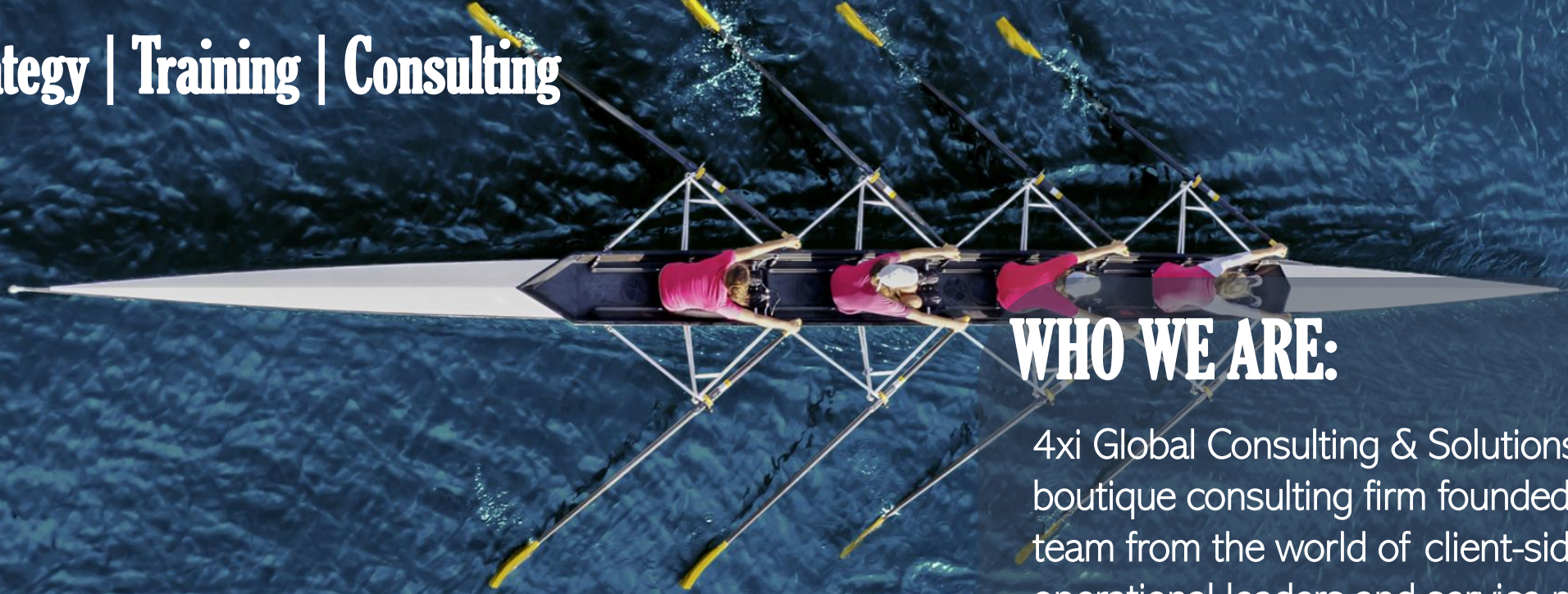
Global  
Consulting  
& Solutions





# EXPERIENCE MATTERS

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

Global  
Consulting  
& Solutions

[www.4xiconsulting.com](http://www.4xiconsulting.com)



## WHAT WE DO:


We offer a range of turnkey solutions to support organizations with strategy, customer experience, 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](mailto:Hello@4xiconsulting.com)







“One doesn’t discover new lands without consenting to lose sight of the shore, sometimes for a very long time.”

Andre Gide

### 4xi is here to support YOUR VISION

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 has created the need to be leaner and more efficient, with targeted talent and expertise.

#### We provide impact in five ways:

- Consulting Projects
- Leadership coaching
- On-Demand Expertise
- Programs we have developed
- Partnerships we have established

### 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.

### Here’s how we think we can help:



#### Consulting Projects

Support with subject matter expertise, 3<sup>rd</sup> party credibility to support existing operations or new business pursuits..



#### Customer Experience (CX)

CX strategy expertise and program delivery to fulfill your on-the-ground hospitality training needs.



#### Retain Better, Win Better Business

TRUE NORTH®, our proprietary system for leadership development and coaching to retain and gain better business.



#### 4xi Explorers Innovation Pipeline

Connecting you to the most relevant and innovative products and technology to keep you on the leading edge.



#### Work Experience Design

The employee experience will be more important than ever in the war for talent and retention.





# AMENITY DESIGN & OPERATION

Turning Your Vision into Reality

## OUR BACKGROUND:

4xi's amenity experts have 30+ years of experience designing and managing Global Amenities directly for FORTUNE 100 companies. We bring innovation and operational design expertise, bridging the gap between client owner, kitchen consultant, architect, and service providers.



# 4xi

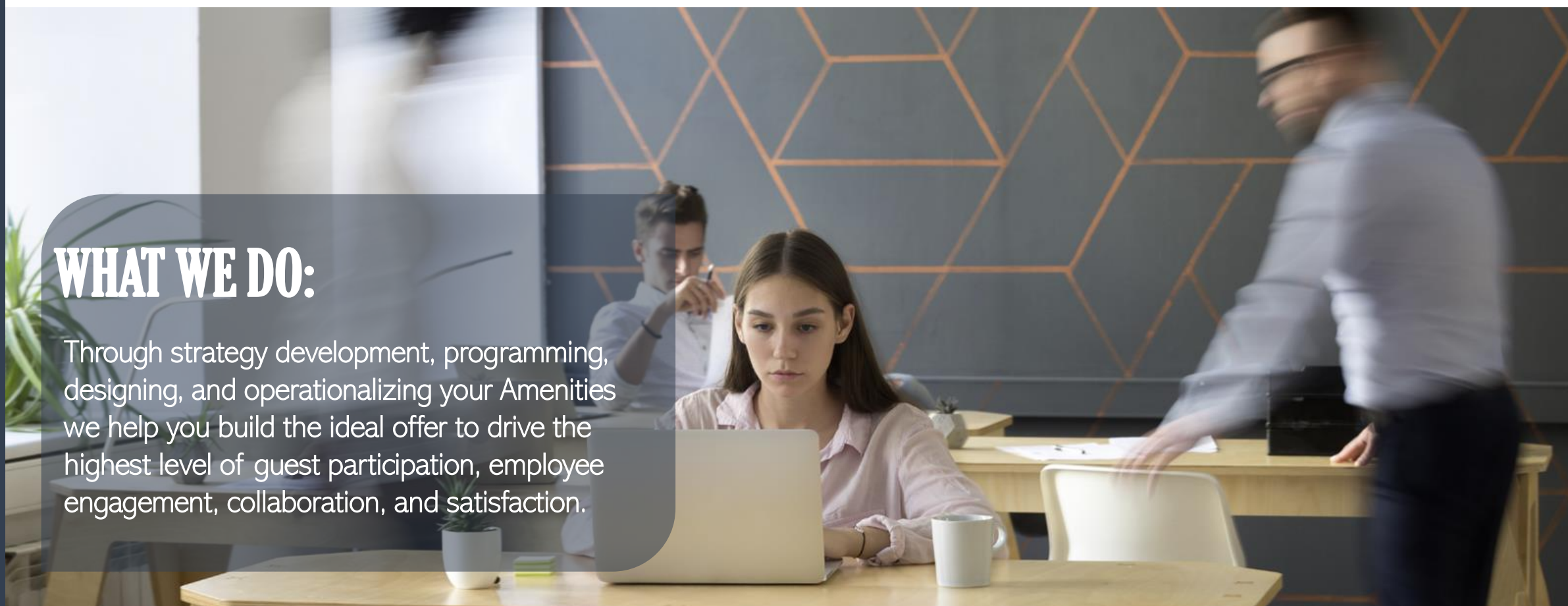
Global Consulting  
& Solutions

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## WHAT WE DO:

Through strategy development, programming, designing, and operationalizing your Amenities we help you build the ideal offer to drive the highest level of guest participation, employee engagement, collaboration, and satisfaction.



Amenity Design & Operational Alignment







# AMENITY DESIGN & OPERATION

## A Journey to Success

Ensuring the alignment of all stakeholders and all partners in your amenity design and operations is critical to ensuring ultimate outcomes and success.

### 01 Current State Assessment

We meet with the client project/amenity team to gain a deep understanding of the culture and vision of the organization. We include a full review of the current amenity programs, practices, and spaces to facilitate a discussion on the potential future state.

### 02 Initial Recommendations

We develop a brief that includes recommendations for the design and operational functionality of the program. This may include optimal real estate location(s), size and innovative program offerings. This step includes relevant benchmarking with other firms and retail outlets.

### 03 Program Finalization

The brief is updated based on initial feedback and agreed upon project direction. Next, we partner with the project team, architect, and kitchen consultant to bring the approved approach through the design phase..

### 04 Operator Alignment

As the layout and equipment plan is designed and completed, we stay involved during each phase of design to ensure the concepts are understood and planned properly with the operator. We do this with all amenities, making sure they align with client vision and financial operating model.

### 05 Transition (New Partners)

We help facilitate the transition of services during the planning for, and opening of, the amenity services. We work on behalf of the client and project team while closely partnering with the operator to ensure a smooth opening.

### 06 Ongoing Coaching & Support

Continue to work with the client organization, to educate and equip them with the tools necessary to effectively manage the amenity services.

**Although we recommend an end-to-end engagement, we can curate the project to meet your needs.**







# 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



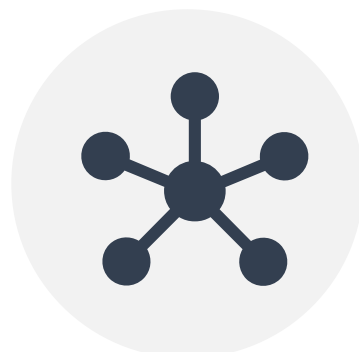
## SCALE

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.”







# Training is an investment in your business growth

Engaged teams are more productive, stay longer, and deliver better results

## 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



### LEAD LIKE YOU MEAN IT DEVELOPMENT TRAINING

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

- ✦ Selecting and building results-driven teams through intentional recruiting
- ✦ Learn to engage your team with meaningful daily conversations and recognition
- ✦ Learn to use difficult conversations to improve team performance
- ✦ Sustaining a culture of service and quality through the 5 leadership priorities



### CUSTOMER STRATEGY & WORKPLACE VISIONING

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

- ✦ Map your customer and employee experiences
- ✦ Analyze your last 12 months of survey data to create a plan for the future
- ✦ Align your brand vision to your daily execution
- ✦ Create a workplace design strategy that engages your team and attracts top talent
- ✦ 12-month follow up cadence



### WELL BEING MINDFULNESS EVENTS

As your teams come back to work, now is the time to center them in service to each other and your organizational goals

- ✦ Learn to use mindfulness to enhance your leadership capabilities and creativity
- ✦ Unleash the power of connection as you learn to be conscious in the moment
- ✦ Reduce stress and workplace fatigue through guided meditation and mindfulness techniques
- ✦ Give your teams a sense of connection and strength for the future







# 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







“ The power of our collective partnerships is a catalyst for your growth. ”

WE’VE DONE THE RESEARCH AND SHARE ONLY THE MOST RELEVANT, IMPACTFUL, AND LEADING-EDGE PARTNERSHIPS TO HELP YOUR BUSINESS GROW.



**BlueRunner Solutions** provides a cohesive, end-to-end employee experience for food and beverage, order pick up, wayfinding, building access, and rewards + loyalty. This will quickly become your app for everything.



**My Field Audits** brings you the peace of mind when you can’t touch your four walls. Scale personalized checklist and validation solutions across your organization with the visibility you need to drive consistent quality.



**Mashgin** allows your customers to self-check in the most hassle free and accurate way possible. This goes beyond labor optimization – it is about higher value tasks for employees and more accurate order completion for customers.



**Winnow** uses a blend of A.I. and an intuitive user interface to help you measure food waste and cut your operating costs. Food is too valuable to waste and too precious a commodity to take for granted.

“ The strength of our collective relationships brings a wealth of talent, resources, and options to your organization. We look forward to sharing our curated partnerships with you as together we chart a course forward in this ever-evolving marketplace. ”







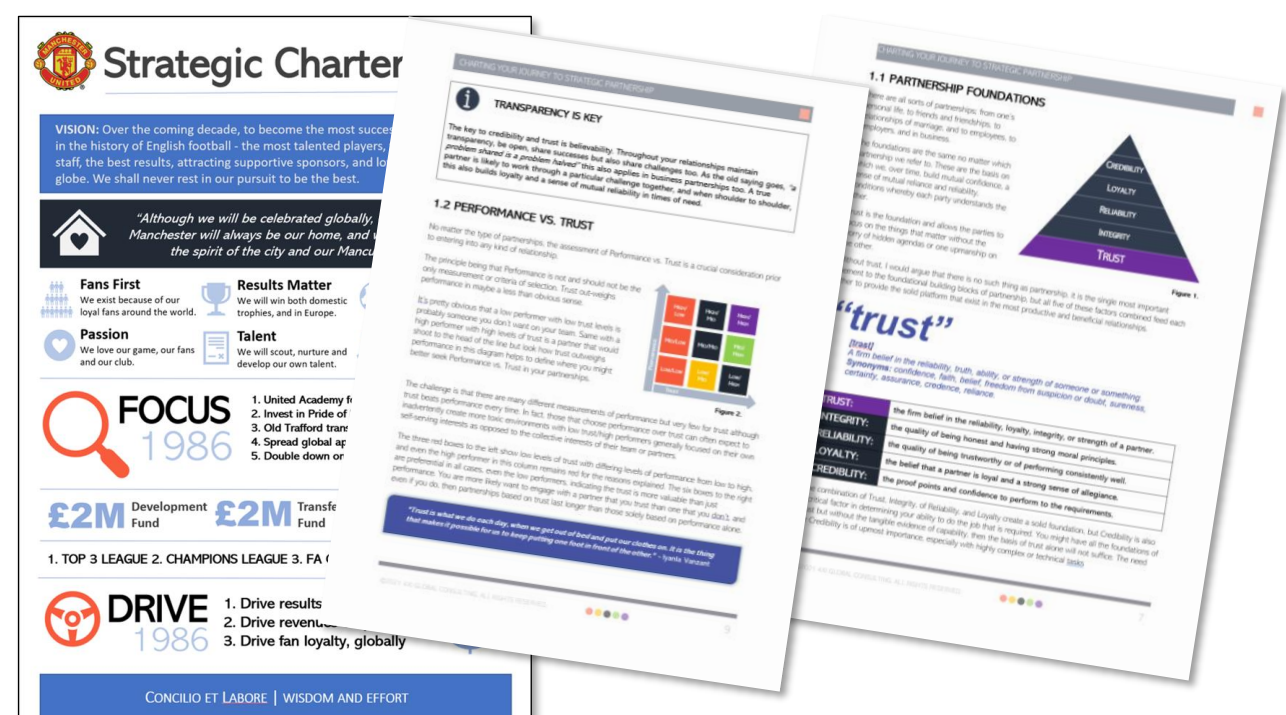
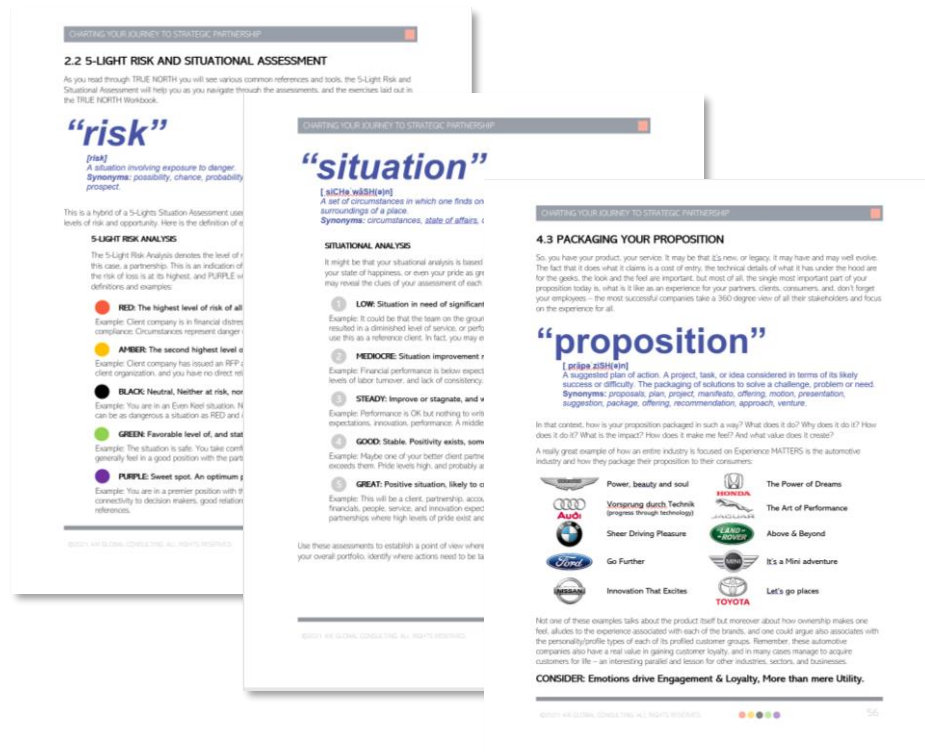
# TRUE NORTH: Retaining and Winning Better Business



## TRUE NORTH: Charting a Journey to Strategic Partnership

With building TRUE NORTH, we recognized that not only the Journey to Strategic Partnership is an imperative for businesses to succeed, but also that there exists an opportunity - to take a complex and dynamic process and turn it into an initiative that builds culture and changes behaviors - to embrace all stakeholders and partners, and to retain and win better business.

*“A practical leadership and development platform to create a focused approach in creating Strategic Partnerships”*



## THE POWER OF STORYTELLING

**22X** more memorable than facts and figures alone.

**5X** increase in neural activity when listening to a story.

**Sensory Cortex** of the brain allows the listener to feel, hear, even taste, and smell the story!

Account	Location	Revenue	Profit (B)	Profit (C)	Cost of Doing Business	Industry	Contract Type	Performance Rating	Relationship Rating	Results Rating	Account Management	Strategic Account	Accountability Rating	Overall Rating
W Stores	1	2	3	4	5	6	7	8	9	10	11	12	13	28
Amazon	1	2	3	4	5	6	7	8	9	10	11	12	13	39
Exxon Mobil	1	2	3	4	5	6	7	8	9	10	11	12	13	50
Apple	1	2	3	4	5	6	7	8	9	10	11	12	13	55
Ford	1	2	3	4	5	6	7	8	9	10	11	12	13	50
Boeing	1	2	3	4	5	6	7	8	9	10	11	12	13	49

\*NOTE: Company names only for the purpose of illustration and do not represent real business relationships.

Figure 15.

1 Significant Weakness 2 Weakness 3 No Advantage 4 Advantage 5 Big Advantage

1 Poor Performance 2 Under Performance 3 Mid level Performance 4 Consistent Performance 5 Highest Performance

Strategic Partnerships: Win | Retain | Grow

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# OUR STRENGTH

is in the Power of Our Collective Experience.



## A world-class team

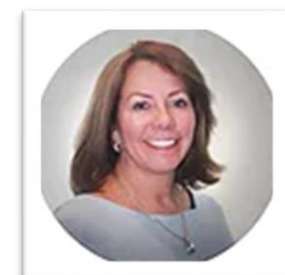
We continue to build a world-class team – industry experts from both client side and service providers, strategy, leadership, operations and growth. We have a team of subject matter experts including Customer Experience, Transformation, Leadership, Sustainability, Innovation, Marketing and Digital Strategies.

Our team is globally dispersed, experienced, and holds a world of knowledge and connections captured in our phrase,

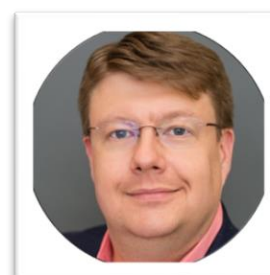
*“Our Strength is in the Power of Our Collective Experience”*



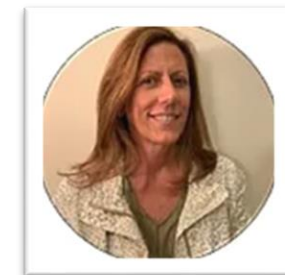
**SIMON ELLIOT**  
Co-Founder &  
Managing Partner  
San Francisco



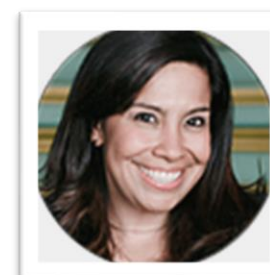
**BARBARA BODEN**  
Co-Founder &  
Managing Partner  
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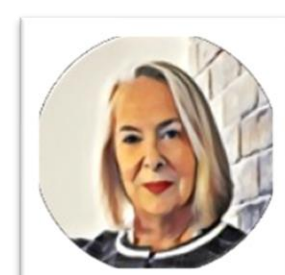
**TONY JOHNSON**  
Customer Experience  
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Orlando



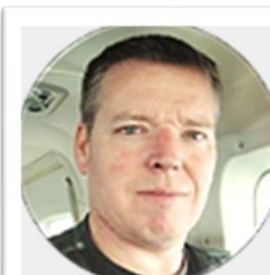
**ANN McNALLY**  
Strategic Growth  
Coach  
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**GEORGINA MIRANDA**  
Explorer in Residence  
Porto, Denver



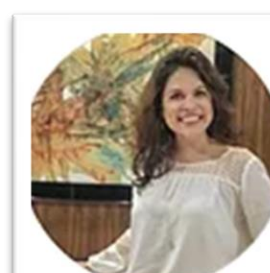
**JACKIE CUPPER**  
Global IFM Strategy  
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**GARY MACKAY**  
Global Remote Site  
Operations  
Santiago



**PETER ROLES**  
Global Remote Site  
Operations  
London



**FLAVIA REIS**  
Partner Success Coordinator  
Denver



Inspiring the future, together.





# MARKETPLACE TRANSFORMATION

**Inspiring the future, together.**

**How can 4xi help you inspire your future?**

- ✦ Customer Experience Strategy
- ✦ Amenity Design and Operations
- ✦ Consumer Journey Mapping
- ✦ Growth Consulting
- ✦ Leadership Development + Coaching
- ✦ Strategic Partnership Development
- ✦ Workplace Experience Design
- ✦ Employee Engagement and Retention



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