



Customer Focused Strategies

Introducing CFS

The customer is at the center of all we do, as we partner with our clients to help them transform their businesses.

With our exceptional understanding of emerging trends, industry disruptors and end user needs, CFS understands the implications for your business, and helps you brace for change and embrace transformation.

Our team of seasoned professionals possesses a wide range of skill sets, real-world experience and broad industry knowledge. Together we provide innovative thinking around adjacent markets, new revenue streams, and emerging business models for our clients.

Hospitality

The hospitality industry has great upside when technology is properly applied, and it's transforming the guest experience, from automatic check-in as the guest arrives on premise, to keyless entry into their room using the hotel's mobile app. Hotel managers can increase real-time visibility across their properties, streamlining and reducing cost of operations, and can collect a wealth of information about their guests to personalize and reward their experience.

CFS can help businesses in the hospitality ecosystem transform by:

- Understanding current and evolving market forces and the disruption impacting the hospitality business and customer choices
- Identifying opportunities to use mobile technologies throughout the hotel operation to improve service delivery, increase employee retention and reduce operating costs
- Ensuring that your digital and online presence complements and enriches guests' brand experience before, during and after their visit
- Preparing your organization to assimilate and decipher the data being collected
- Applying our deep and rich heritage in mobility, business analytics and digital technologies across your operation

Our Approach

CFS is a management consultancy firm, specializing in Strategic Analysis, Strategic Marketing and Go-to-Market planning for clients that are wrestling with disruption or struggling with reinvention.

Each client engagement is unique and customized, but below you will find some of our capabilities and past engagement experiences in the three areas:



The CFS Difference

CFS is unique among management consultancy or marketing consulting firms in that we:

- Bring the “voice of the customer” to every project we do
- Provide “Big 5” consulting firm quality at an affordable price
- Employ seasoned, experienced professionals who work on the project from start to finish
- Help our clients design the strategy and live the implementation
- Deliver deep marketing expertise combined with extensive cross-functional experience provides unique perspective to customer engagements
- Are flexible, agile and nimble in all aspects of the partnership
- Report on weekly accomplishments, expenditures and next week’s objectives

Our Clients and Engagements

CFS has extensive experience in both B2C and B2B markets with a rich set of client reference cases. We have worked with a range of companies, from start-up organizations to Fortune 500 companies. We are often engaged as an on-going strategic partner and have worked with one client continuously for 13 years.

CFS’s client list is impressive - numbering nearly 30 businesses in various industries. A subset of our customers includes: Cingular (now AT&T), Comcast, Cox, Ericsson, Equifax, First Data, Knology, Microsoft, Nextel (now Sprint), Numerex, T-Mobile, Qualcomm, Qwest, SafeHarbor, Verizon, Vonage

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