



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.

Financial Services

Mobile technology and more powerful applications have exposed us to new ways of managing money. Consumers are relying more heavily on mobile devices for bank account access, to complete everyday financial transactions and even to buy and sell securities. Financial institutions are challenged with staying in front of these technology trends and offering differentiated and secure options consumers, clients and merchants demand.

CFS can help companies in the Financial Services industry leverage technology to differentiate themselves through:

- Technology and competitive assessments to navigate and create disruption with mobile and digital
- Consumer research and trends analysis to ideate around new realities in commerce and purchasing behavior
- Emerging use cases that bring the ultimate consumer experience to life
- Market assessments that identify potential to innovate and influence the emerging mobile commerce ecosystem
- Customer experience mapping to re-invent the buyer and merchant's journey



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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