



CUSTOMER EXPERIENCE INNOVATION

Value Proposition



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*"The Empires of
The Future are the
Empires of the Mind"*

- Winston Churchill

About us

Probably the most challenging goal of any customer driven organization today is to find an answer to the following key questions, namely how to:

- Continuously acquire new customers
- Strive to retain existing customers and
- Grow the current customer base

Since we are living in a world where most organizations offerings are not so different from one another – either in terms of price, product quality, brand or customer service – it is up to all businesses to continuously identify and implement new and improved ways to become and remain the preferred and recommended product or service provider in the eyes of the customer.

What are the key elements that organizations need to focus on in order to become and remain preferred in the eyes of customers? The answers to this and other similar questions lie here.

The purpose of our business is to facilitate your journey of discovery in order to determine and uncover these elusive and fundamentally key elements that make up the (RPVP) Remarkable Preferable Value Proposition – in other words – to identify the differentiating factor(s) that will create your success. [CEXINO stands for Customer Experience Innovation](#) and marries 3 fields of study containing powerful insights, methods and techniques to help identify the keys to your success, the three areas are:

- Customer Experience Methodology
- Innovation Management and Remarkability
- Creativity and Problem Solving Methods

[CEXINO CONSULTING](#) focuses on customer experience innovation, creative leadership, remarkability, creative and collaborative teams, and innovation enablement. Organizations that have customer centricity and innovation at the forefront of their values will thrive in the coming market economy – they will not only thrive in it but also lead it. If your organization is not about acquiring and retaining customers, it still needs to solve problems and challenges regularly. Enabling an effective thinking, problem solving, and innovative workforce is necessary to this effect. The great outcome of all this is a culture in an organization that is aligned, focused, creative and disciplined for success. CEXINO consulting prides itself in helping organizations, SME's and individuals solve problems, improve innovation, build customer centricity and enhance creative leadership.

[OUR DREAM](#) is to have every customer as:

One who feels GREAT about dealing with you. Their needs were met and/or exceeded. The delivery was GREAT. The service was GREAT. The experience was GREAT. They are ecstatic with their purchase. They will proactively talk about their experience. They will proactively refer someone to you. Their overall feeling about you is wonderful and their experiences with you have been memorable. [WOW!](#)



CExiNO

CUSTOMER EXPERIENCE INNOVATION

Vision

INSPIRING FACILITATING & CREATING REMARKABILITY



Mission

CUSTOMER EXPERIENCE INNOVATION AND PROBLEM SOLVING THROUGH WORKSHOPS, FACILITATION, TRAINING, COACHING, CONSULTING, CUSTOM SOLUTIONS AND CUSTOMER VALUE PROPOSITIONS DESIGN & DEVELOPMENT...

Values

PROFESSIONALISM, RELIABILITY, INNOVATION, COLLABORATION, FLEXIBILITY, CREATIVITY, QUALITY, RELATIONSHIP NETWORKS, ACTIVE THINKING AND FUN...



"I formed this company because I want to help professionals become more successful at attracting and retaining customers, becoming more creative, innovative, collaborative, customer centric and able to solve problems better. To be CEXii - Customer Experience Intelligent & Innovative is the path that will make organizations Preferred and Recommended

Current Situation

At CEXINO we call it the [onset of the over branded world](#). There are just so many look alike or 'me too' businesses operating in so many spheres in the market. Organizations, many of whom, have focused on improving quality, service and process efficiency. So what will differentiate any of these businesses in the eyes of consumers? Continuous and consistent [CUSTOMER EXPERIENCE INNOVATION](#). There is no doubt that factors such as quality, customer service, process efficiency, professionalism, marketing and product excellence are essential to the success of any business. However, the expectation meter has gone up with customers. These factors are now essential but expected and all competitors are doing them so they are no longer differentiating. [So what can differentiate you?](#) Innovation, constant and customer experience focused innovation. The constant ability to innovate around customer needs, identifying and creating new value is the fundamental and it requires a new mindset, skillset and toolset.

In a world where consumer (both personal and organizational) choice is blown wide open the ability to be [CEXii - Customer Experience Intelligent and Innovative](#) has never been more essential. The implications for organizations is the need to become smarter at customer experience innovation, creativity, collaboration and learning. Mind-sets need to be changed at the most senior levels and 'silositis' (teams within organizations working apart from and even against one another) can no longer be tolerated. Organizations, even the larger ones, are all at risk of losing market share to new entrants and substitute suppliers. The fundamental need is to change the quality of thinking around creativity, innovation, teamwork, collaboration and customer experience.

Organizations (both small or large) would benefit substantially if they knew how to operate more synergistically. Yet when interacting with many organizations (especially the larger ones including government) the issues and challenges tend to spring more from the human factors (leadership & teams) than competence factors (knowledge and skills). This is where improving the quality of thinking, creativity, teamwork and collaboration is essential. If organizations want to become preferred and recommended they need to learn to become CEXii. [CEXINO CONSULTING helps and facilitates this path.](#)



*"Progress comes from
Those not satisfied with
The present reality"*

- Anon

Value Proposition

To Enhance Problem Solving, Creativity, Innovation, Collaboration & Customer Experience in individuals and organizations through:

- Customised Toolkits
- Customer Value Proposition Design & Consultation
- General Workshop Facilitation & Focus
- Innovation Strategy Design & Development
- Innovation Enablement Consulting & Toolkits
- Problem Solving Workshops & Facilitation
- Customer Experience Consulting & Toolkits
- Creative Leadership Workshops & Toolkits
- Image Consulting & Development
- Graphic Design & Brand Development
- Prototype Consulting & Development
- Customised IT, Multimedia & Business Innovation Solutions
- Personalised Business & Life Coaching
- Leadership Development & Team Building
- Newsletter Design & Writing Services
- Printing & Sourcing Services
- Creative Design & Direction
- Keynote Speaking

So that you become the preferred and recommended product or service provider in your field and become better at solving problems and challenges.

We Help Individuals and Organizations be

-> Smarter

-> Customer Centric

-> Remarkable !!!



CEXINO
CUSTOMER EXPERIENCE INNOVATION

Our Products



CEXIBIZ is a course that teaches organizations the fundamentals of customer experience and how you go about improving and Innovating around customer expectations. By understanding the customer expectations you can then start systematically designing customer experiences that not only meet but consistently exceed customer expectations thereby becoming the preferred and recommended product or service provider. Typical price per kit = R1800 for a group of 20



ThinkMasterZ is a course that teaches organizations to improve the quality of their thinking, problem solving and decision making. Better thinking leads to better problem solving which leads to better decision making. Many organizations fall into the traps of poor thinking and the results include, poor collaboration, duplicated effort and internal rivalries. ThinkMasterZ helps organizations by creating leaders that are more proficient at thinking, solving problems and making better decisions for the good of the organization. Typical price per kit = R1800 for a group of 20



Creative LeaderZ is a course that teaches leadership at all levels of an organization to improve the quality of their personal and team creativity. Leaders in essence have to be problem solvers and in today's competitive environment it has become an essential business imperative to identify new opportunities and act upon them quickly. Becoming more creative in our thinking will unlock the discovery of new opportunities. Typical price per kit = R1800 for a group of 20



Innovation 1.2.3. is a course that teaches leadership how to establish, enable, drive and sustain Innovation within the organization. Innovation has now, more than ever, become a necessary driving force for gaining and sustaining a strategic competitive advantage in the marketplace. It has become essential for organizations to learn the necessary steps for making Innovation a reality within. Innovation 1.2.3. makes this process a breeze. Typical price per kit = R1800 for a group of 20

Our Workshops

CEXINO's workshops are always a combination of learning and entertainment. Participants often comment on how much they have learned in such an informal manner. That is the key lesson that we have learned and harnessed in the workshops we provide - the ability to get people to loosen up and away from their titles and position and to get groups to focus and have 'real' conversations and problem solving that is void of fear and internal rivalry and competitiveness. CEXINO provides such facilitation sessions on demand but more often than not provides a train the trainer service where facilitators are accredited in providing such sessions on their own - this has proved much more successful in the longer term. Facilitators are also provided with custom facilitator toolkits made up from the THINKMASTERZ and CREATIVE LEADERZ Toolkits. Organizations that want to improve the quality of their thinking, creativity, problem solving and team collaboration would benefit greatly from attending the course and acquiring the knowledge and tools to champion their organizations forward from good to greater. To create sustainable change in organizations and to get people to change mindsets, behaviors and actions you have to get them to own the change as well as get top leadership support to endorse it. Once support is established and endorsed it is important to identify champion facilitators - train them and let them spread the word. Our workshops are meant to get people to learn to sharpen and harness the quality of their thinking, creativity and problem solving. This has an obvious net effect on everything and everyone else. In essence our workshops help organizations 'get real' and focus on how to solve problems better.

Prices

CEXINO prices are negotiable depending on the services provided.

- CEXINO charges R550 per hour for facilitation / consultation work
- CEXINO charges R300 per hour for design and development (Graphic, Brand & Newsletters)
- CEXINO charges on programming, website and advanced multimedia are all quoted once jobs are clarified
- CEXINO charges R1800 per Toolkit / Workshop for a group of at least 20 people
 - This excludes venue charges
 - This excludes the R550 per hour facilitation fee
 - This excludes costs for travelling (outside of JHB)
 - This includes all travelling expenses within JHB
 - This excludes any customization and development related to the toolkit design and packaging
- Specific customised events are also quoted on separately depending on the needs of the client
- CEXINO also has a network of experts that have negotiated special rates on their products and services

Intellectual Property

CEXINO will provide all toolkits in physical form but not in electronic ones. All toolkits, products and workshops provided to clients are considered the property of the client and they may use them in any manner they wish. Toolkits can be provided with CEXINO branding or the branding of the company in questions but any added customization will be charged for. IT, multimedia, web and digital development will be the property and handed over to the client once completed. Toolkits are copyright and may not be duplicated. At CEXINO we believe that the value comes not only from WHAT we provide but also and more so from HOW we provide it. Access to information in today's world is virtually free and boundless and yet the value comes from the manner in which information, knowledge and skills are translated, packaged and delivered to clients that makes the difference.

About Zwi

Born in Israel in 1980. Immigrated to South Africa in 1989. Studied at Rand Afrikaans University and graduated with Honors in Information Science with majors in Strategic Management, Knowledge Management, Information Management, Web and Intranet Management. Worked at First National Bank as an Innovation, Customer Experience, Strategy, Project and Change Manager and subsequently moved to Absa Barclays Bank where I worked in the fields of Business Intelligence and Innovation Management. During my experiences I attended many seminars, workshops and courses in the fields of innovation, creativity, coaching, leadership, facilitation, strategy, change, communications and project management. I am a qualified personal and life coach and love to work with people and help them solve problems and overcome challenges.



Examples of Cards



BRAINSTORM

GUIDELINES TO RUN A BRAINSTORMING SESSION:

1. Have a well-defined and clearly stated problem and / or challenge
2. Have someone assigned to write down all the ideas.
3. Every idea should be recorded and is welcome by all without criticism
4. Everyone is allowed to build on the ideas of others
5. Radical and wild ideas are welcome
6. Suspend judgment



LEARN TO ASK QUESTIONS

*BY ASKING THE RIGHT QUESTIONS THE
ANSWERS WILL SOON START TO SHOW
UP SO NEVER STOP ASKING QUESTIONS*

1. Why is it necessary?
2. Where should it be done?
3. When should it be done?
4. Who should do it?
5. What should be done?
6. How should it be done?
7. What if we did nothing?
8. What is the opportunity?
9. What are the risks?
10. What should we consider?



BUST YOUR ASSUMPTIONS

*A USEFUL TECHNIQUE FOR GENERATING
IDEAS IS TO LIST ALL THE ASSUMPTIONS
ABOUT THE PROBLEM*

Explore what happens when you drop all of your assumptions individually or in combination. You will be surprised how many new insights you can get.

As an exercise, list the assumptions you (and your group) has regarding your current challenge or problem. Start with - I or we assume that... (List)



5 W ' s & H

RUDYARD KIPLING SAID:

1. What and
2. Why and
3. When and
4. How and
5. Where and
6. Who

*REMEMBER TO KEEP ON
ASKING QUESTIONS*

