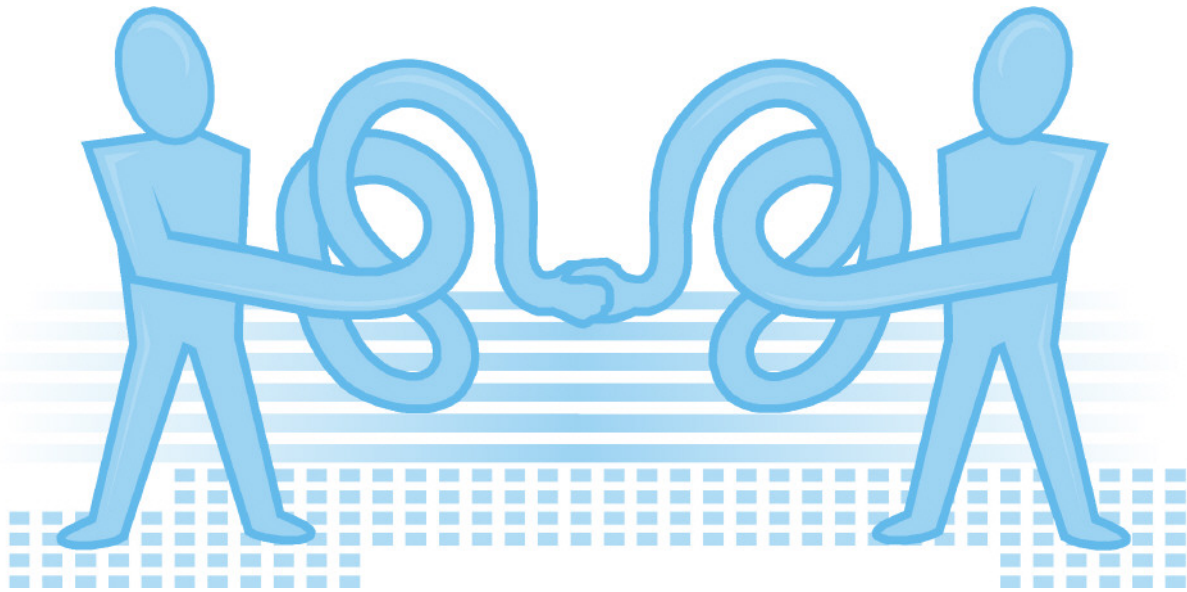


WHAT IT MEANS To Be CEXii



So here's a message to all you businesses, entrepreneurs, retailers, bankers and so on and so forth. If you want my business, please make it easy to do business with you. I have no time for complicated documents, forms and procedures. I don't want to and refuse to wait in unnecessary queues. I gain no joy by sitting and waiting for a call center that takes ages to answer the phone and ages more to actually do something about my request - I am not mad about the music either.

This is it everyone - the age of the customer has arrived. And the time for bad service will simply no longer be tolerated. A business that risks providing bad service, risks being bad mouthed across an entire network. And, with technologies like Youtube on the market it has become so easy to communicate the *quality* of any business. Just yesterday I watched a Youtube video where an owner of a Microsoft Xbox360 recorded a customer service telephone conversation with a service agent. The agent was obviously unhelpful but, guess what, has literally harmed the Microsoft brand for who knows how many millions.

If you want to be a successful business you better be **CEXII - Customer Experience Intelligent & Innovative**. If you avoid being CEXII you significantly risk the success of your business. The amount of competition available in the world today is overwhelming. The standards are higher than ever before and it is easier to overtake a business that doesn't take the care and effort to create a remarkable and memorable customer experience.

Einstein once said "Make things as simple as possible, but not simpler". I often wonder how many businesses pay heed to this bit of timeless advice. How often do we (as customers) put up with the most ridiculously complicated and time wasting processes and so called service? The time for that is over. The great challenge for the next generation businesses is **flexibility and adaptability**. 'Loyalty' is a dying philosophy. Customers in future will just want to try out new experiences. This means that if your business is not the one providing that value consistently then you can be sure that there is another business planning your funeral.

CEXINO

C U S T O M E R E X P E R I E N C E I N N O V A T I O N

About CEXINO

CEXINO CONSULTING OFFERS A WIDE RANGE OF PRODUCTS AND SERVICES IN THE FIELDS OF:

- ✓ CUSTOMER EXPERIENCE STRATEGY, DESIGN & MANAGEMENT
- ✓ INNOVATION LEADERSHIP, MANAGEMENT, STRATEGY & ENABLEMENT
- ✓ CREATIVITY IN BUSINESS, STRATEGY & ENABLEMENT
- ✓ TEAM BUILDING, COACHING & COLLABORATION

CEXINO OFFERS:

- ✓ WORKSHOPS
- ✓ FACILITATION
- ✓ TRAINING
- ✓ COACHING
- ✓ CONSULTING
- ✓ CUSTOMIZED TOOLKITS & VALUE PROPOSITIONS
- ✓ SPEAKING INTERVENTIONS

PLEASE FEEL FREE TO CONTACT **CEXINO** CONSULTING TO HELP YOU IMPROVE YOUR CUSTOMER EXPERIENCE INNOVATION.

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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.