



Travel ❖ Hospitality ❖ Entertainment



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# MAXIMIZE ASSET PERFORMANCE and PROFITABILITY



From cruise lines to hotels, stadiums and arenas to amusement parks, we provide the expertise to **improve your business** and **grow your profits**.

Kai-Zen Consulting is a Miami, Florida-based consulting firm providing research, analysis, strategy, planning and execution leadership that improves operational and financial performance of the world's leading travel, hospitality, and entertainment operators.



## OUR STRENGTHS

- Process Improvement
- Customer Experience & Loyalty
- Revenue Optimization
- Business Development & Strategy



**Why it matters:** Optimized business processes maximize profitability, increase customer satisfaction and increase competitiveness.

# PROCESS IMPROVEMENT



Kai-Zen's pragmatic approach to performance improvement ensures **focus** on critical problems and **success** with the right solutions.

Using best practices within six sigma, lean, industrial engineering and detailed process analytics, we optimize how you do business to maximize your customer satisfaction, company profitability and competitiveness – with clear bottom line results.



## Typical Areas

Energy Optimization  
 Backoffice Systems  
 Supply Chain & WMS  
 Incident Prevention  
 Insurance Reserves  
 Design & Construction  
 Program Management

Housekeeping  
 Quality Training  
 Customer Service  
 Predictive Modeling  
 Casino Operations  
 Guest Technology  
 Financial Analysis

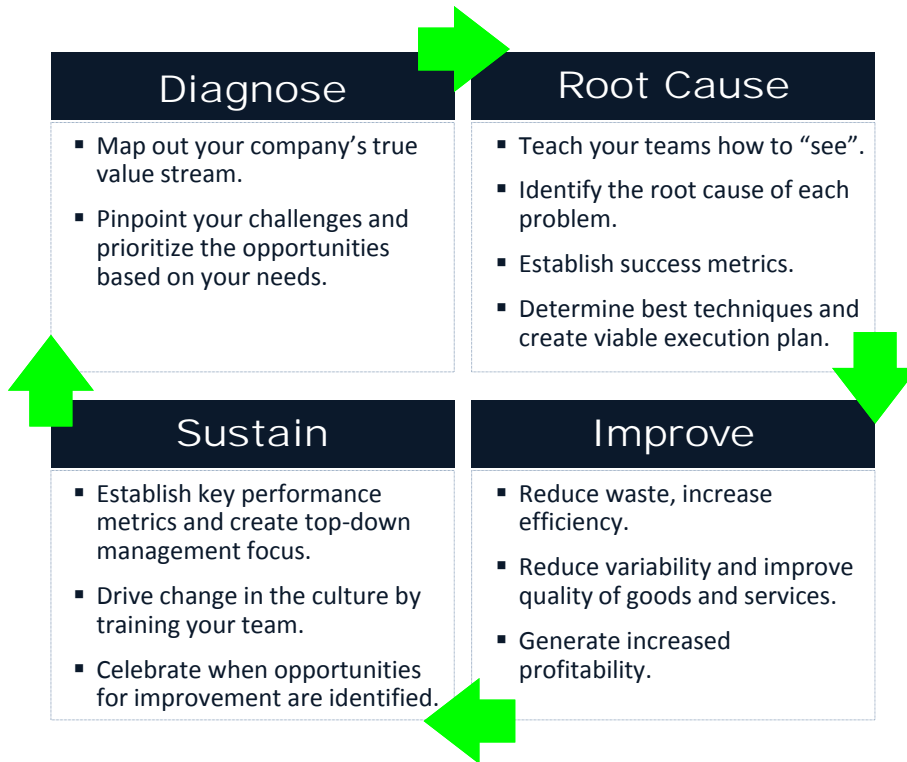
Retail  
 Room Service  
 Check-in  
 Queue & Flow  
 Embark / Debark  
 Vessel Loading





**Our approach is concise:** we define clear objectives, prioritize your greatest opportunities and develop practical solutions that deliver the results you need.

# PROCESS IMPROVEMENT



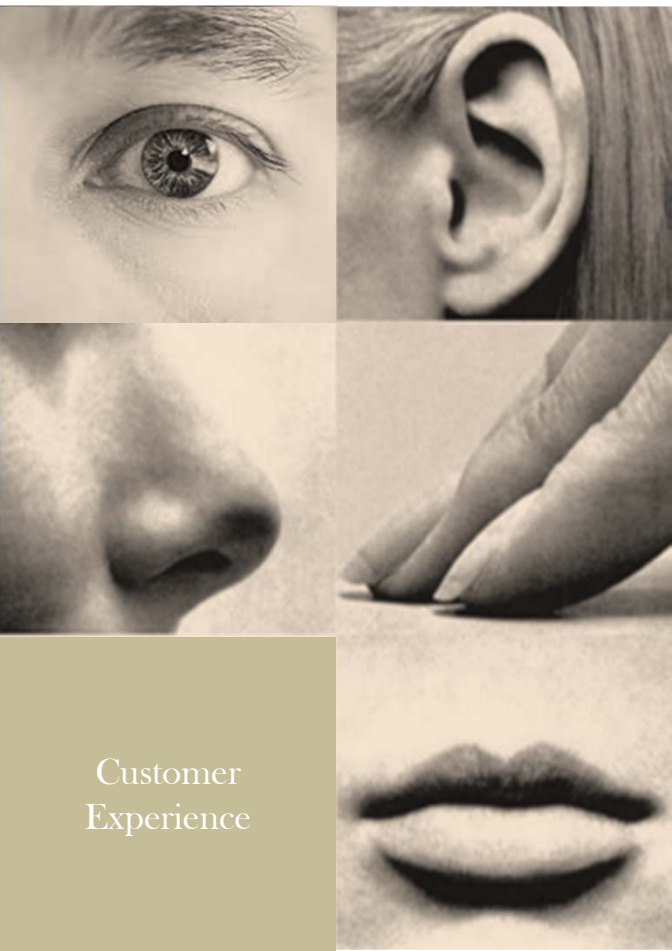
How we do it.

1. We define your unique value stream (what matters to your customers) and bring to light your opportunities.
2. We identify the root cause of your challenges.
3. We implement a practical solution that can be measured and proven.
4. We enable your teams to sustain your new improved performance and provide your management the visibility of success.



Ensure that each touch point with your customers sends the message that you value them and their visit.

# CUSTOMER EXPERIENCE and LOYALTY



Customer  
Experience

What is the cost of service, more importantly what is the **profitability of great service?**

Improve Your Customer Experience. Use our 360-degree programs to:

- Objectively evaluate, supplement and maintain your existing service platform.
- Create a customized service standard that exemplifies your brand identity.
- Uncover and map your customer journeys and identify opportunities for improvement.

From driving comprehensive mystery shopping and focus groups to developing key questionnaires and surveys, we objectively help you understand what your customers expect, what they perceive and what will make them loyal.



**Did you know:** The average US household is enrolled in 14 loyalty programs, yet active in less than half.

# CUSTOMER EXPERIENCE and LOYALTY



Know where to **engage your consumers** and create the benefits that **exemplify your brand**.

Create loyalty programs that work. Transform your *membership* or *affinity* program into a true “*loyalty*” program that creates devotion to the brand and returns on program investment.

Our team of seasoned guest experience officers have worked with the world’s leading loyalty companies, with proven success.



American Express  
Red Bull Arena  
Chicago Bears  
Savannah CVB  
Bausch & Lomb  
Royal Caribbean  
University of Southern California

San Diego Padres  
PepsiCo  
IBM  
Office Depot  
Phoenix Coyotes  
US Open

New York Giants  
Louisiana Superdome  
Oklahoma City Thunder  
Dollar Financial Group  
Celebrity Cruises





Grow your topline by uncovering sources of untapped revenue and maximizing existing sources.

## REVENUE OPTIMIZATION



Kai-Zen uses a structured approach to help you identify sources of incremental revenue.

By leveraging our experience in associated industries and uncovering your customer's value stream, we stimulate thought to capitalize on existing and future customer touchpoints.

We do not believe in a "nickel and dime" approach to incremental revenue... nor do your customers want to experience it.



We create revenue streams that add value to your customer, grow successful partnerships, and set your company apart from the competition in the most positive of ways.



# BUSINESS OPERATIONS & STRATEGY



Understand your market opportunities.  
Build your business intelligently.  
Capitalize on opportunities.

Our structured research, market planning and global network of expert resources help you define and exploit the opportunities that grow your business and capitalize on local, regional, and global opportunities.

We believe that a good business strategy is customer focused, explains the benefits in doing business with your company, and makes your business model unique for the customer.

What is a good strategy? One that works.







With over 60 years of combined experience, we deliver intelligent and creative ways to increase company profits, improve business performance, and develop new business opportunities.

## Our Experience / Our Expertise

Airlines  
Resorts / Hotels  
Cruise Lines  
Theme Parks  
Travel Agencies  
Convention Centers  
Stadiums / Arenas  
Food & Beverage Logistics  
Financial Services  
Industrial Manufacturing  
Life Sciences

### Industries

### Expertise

Revenue Maximization  
Cost Optimization  
Energy Optimization  
ERP Systems  
Risk Analysis  
Focus Groups  
Mystery Shopping  
Predictive Modeling  
Warehouse & Distribution  
Key Performance Metrics  
Casino Operations  
Business Process Streamlining  
Due Diligence  
Customer Loyalty  
Product Development  
Check-In Operations  
Housekeeping  
Room Service  
Quality Training  
Customer Service  
Lean Six Sigma  
Supply Chain  
Corporate Scorecards  
Design & Construction  
Market Studies  
Technology Development



Our team has hands-on industry experience. We understand your unique challenges as we too have been held accountable for delivering results.

## OUR VALUE PROPOSITION

Kai-Zen increases your profitability.

- We partner with you to deliver the most effective ways to increase profitability.
- We improve business performance and identify new opportunities that allow you to expand when you are ready.
- We don't just provide solutions; we guide you through execution to ensure measurable results.

Kai-Zen saves you time and money.

- Our approach is concise: we define clear objectives, prioritize your greatest opportunities and develop practical solutions that deliver the results you need.
- Exceptional value is our priority. We focus on immediate results and provide a high return on your investment.

Knowledge is power.

- We possess the tools and techniques that have proven successful for large multinational organizations and small business alike.
- We empower our clients.
- With over 60 years of combined experience, we deliver intelligent and creative ways to increase company profits, improve business performance, and develop new business opportunities.



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