

The Profitability Play

Quay Communications Inc

www.quaycom.com

Increase Profitability

Increase Customer Satisfaction

Build High Performance Teams

Increase Employee Satisfaction

Increase Customer Retention

Did You Know

- It costs 5 times more to win a new customer than to keep one
- A typical company loses 50% of its customers over three years
- A 5% increase in customer loyalty can boost profits 25%-85%
- Customer satisfaction ratings are a predictor of corporate earnings

Unleash the Profit Potential of Your Business

In today's challenging business arena, faced with mounting competitive pressures and escalating expectations from clients and customers, companies are constantly seeking a competitive advantage to enhance profitability and market share.



Looking for that competitive advantage?



Start with The Profitability Play

The Profitability Play will put your company on the path to sustainable and profitable growth.

This unique three part program helps ensure your organization has the right mix of people,

policies, processes and infrastructure in place, it translates ideas into action plans and it measures results.

The Profitability Play transforms the way managers from every part of your business think about customers and their individual roles in achieving customer satisfaction, greater market share and increased profitability.

Any company small or large, will benefit from this engaging and memorable multi-part program.

A Breakthrough Approach

Why has the return on investment on customer relationship and loyalty programs been disappointing for so many organizations? Usually because these programs are overlaid on cultures or systems that work at cross purposes.

The Profitability Play embeds a whole new way of thinking in your systems, policies, capital programs and recruitment practices. It helps align the efforts of all departments to maximize the return on all assets— capital, intellectual and human.

Grounded in research from the leading business thinkers in North America, systems best practices and leading edge adult education principles The Profitability Play addresses cultural issues and skills gaps that may be holding your company back.

The Profitability Play

STEP ONE Alignment and Knowledge Transfer



Thought provoking theory and hands-on practice

Executive Workshops

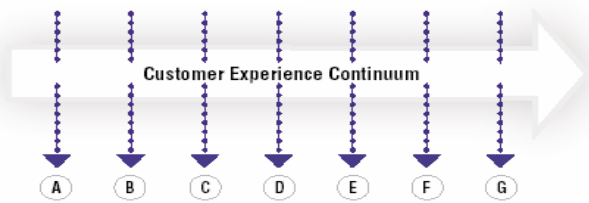
Your business transformation begins with a fast paced and engaging one day executive learning experience tailored to your company.

Workshop sessions include thought provoking coverage of relevant business theory and an in-depth look at customer interactions across your organization.

And in an unexpected twist a poker tournament becomes the

vehicle to introduce 52 proven tools and practices that will dramatically increase customer satisfaction.

Every aspect of the workshop is designed to ensure a successful learning experience for all attendees.



Every department in an organization directly impacts the customer



“Satisfied customers are vital to your business! Start your epidemic of customer satisfaction and unleash the profit potential of your company today”
-Jan Pezarro
President
Quay Communications

STEP TWO Getting to Results - Action Plans

One on One Coaching

Following the Workshop, one-on-one plan building sessions are held with each participant. Using the full deck of Profitability Poker tools introduced in the workshop, our senior coaches and facilitators will help your managers build personalized action plans for their department or division .

Individual plans and their associated schedules and budgets are then consolidated and assembled for final presentation to your management team.



The Four Quadrants: Understand, Design, Deliver, Discover

STEP THREE Return on Investment

Performance Measurement

Having established a clear relationship between profitability and the customer relationship, companies need to ensure they have a mechanism in place to measure customer satisfaction levels on an ongoing basis.

At a minimum the research design selected should report on

importance and performance for key attributes. It should provide a projectable data set and permit period over period comparisons.

Some organizations may wish to complement customer satisfaction tracking with the development of performance standards.

Quay provides management with a range of performance

measurement options and can assist with supplier selection and implementation.

For those organizations with an existing customer satisfaction instrument, Quay will provide an audit of the existing system and recommendations for change as needed.



What gets measured gets managed

The Profitability Poker Story

For most participants a highlight of the Profitability Play workshop is the Poker Tournament.

Profitability Poker™ was born when Jan Pezarro, creator of the Profitability Play, needed an engaging and memorable way to teach senior managers of all disciplines about an array of 52 technical tools. And to show them how to use them effectively in their own divisions.

Playing cards are one of the oldest and best understood means of categorizing and organizing information. In addition, the combination of tactile and visual cues make them a particularly effective teaching aid for adults.

The tournament provides a unique opportunity for friendly competition and powerful collaboration. No prior knowledge of cards or poker is required.

"In my experience most corporate executives are A type



The 52 Card Poker Deck
Technical tools made approachable

personalities", explains Pezarro, "they are also highly skilled in their individual areas of discipline—that's exactly why we hire them." "But, to put the Profitability Play in motion we need to align the efforts of all departments, break down the silos and give the entire team a common vocabulary", she continues.

The 52 tools in the Poker Deck provide best practices alternatives in four key quadrants. Tools to understand customers needs, tools to design for customer satisfaction, tools to deliver service excellence and tools to measure service performance.

The Profitability Play draws on leading business thinkers including: Professors Heskett, Sasser and Schlesinger creators of the 'Service Profit Chain' from the Harvard Business School: Professor Zeithaml from Duke University and Professors Parasuraman and Berry from Texas A& M university developers of the model for five universal attributes of service quality; and Malcolm Gladwell author of the Tipping Point and creator of the Theory of Epidemics.



Even shuffling the cards is easy in a Profitability Poker tournament

"Satisfied customers are more profitable, they purchase more, cost less to service and are less price sensitive"

*-The Service Profit Chain
Harvard Business Press*

What Clients Say About Quay Workshops

"A big thank you! Great Ideas & Creative Solutions"

Dan Delaloye, President, TELUS Consumer Solutions

"Highly engaging experience for the entire management team - educational and effective tools"

John Scott, President SCOTT Construction

"A compelling roadmap to increased customer satisfaction and productivity gains"

Bob Lingwood, CEO BC Ferries

"Fun & fast paced. Definitely worth doing"

Lecia Stewart, Vice President North America Bombardier Transportation

Quay Communications

Quay Communications Inc was founded in 1987 by President Jan Pezarro. The company has two major divisions: QuayConsults and QLABs.

QuayConsults is a management consulting practice specializing in strategic planning, marketing and customer relationship development. Quay consultants provide particular expertise to transportation, resort and public sector companies.

QLabs is the research and development arm of the company and specializes in first practices work for clients and the development of proprietary systems and tools for business and mass markets.

Current business offerings include management training workshops, custom planning software and research tools

'The Profitability Play'

'Team Building at Startup or Post Merger'

'Strategic Planning Outside the Box'

'Customer Orientation Index'

The company head office is located in Vancouver BC with offices in Toronto and San Francisco.

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Jan Pezarro

President and creator
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Richard Casavant

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More About Us

Jan leads organizations to a customer centric approach by teaching them to capture and share customer knowledge and transform their business processes. Her senior executive experience includes president & CEO West Coast Express, COO Stratford Internet Technologies Vice President Marketing & Customer Services TransLink & executive director marketing & sales Blackcomb Skiing Enterprises

Richard brings more than 20 years experience in HR consulting and people development, with an emphasis on high performance work teams and service delivery systems. He built GE Aerospace's, high-involvement work teams in one of Jack Welch's two manufacturing plants and continues as an adjunct professor at several colleges in the US.



OUR GUARANTEE

The Systematic Application* of the principles of The Profitability Play is guaranteed to produce a measurable increase in customer satisfaction within 120 days—or your money refunded

President Quay Communications Inc

*Systematic application includes participation of senior executive including the CEO in Profitability Play Workshop, post workshop coaching sessions for all workshop participants, preparation and implementation of a 50 fold action plan for each participant and deployment of a customer satisfaction performance measurement instrument.