



Our mission is to help companies succeed!

- * Customer Journey Excellence
- * Accelerated Operational Maturity
- * Time to Market Reduced Dramatically!



STAAJ Solutions

(Pronounced "STAGE")

Scaling your business is hard. We're here to help.

Capabilities Document

Our focus is on driving business growth through two essential components: optimizing the end-to-end customer experience and streamlining workflow operations to facilitate rapid scaling. By prioritizing these areas, we enable companies to provide high-quality service delivery and achieve their growth objectives.

CUSTOMER JOURNEY

LEAN OPERATIONS

SALES & MARKETING

TECHNOLOGY SERVICES

PROJECT MANAGEMENT

FRACTIONAL C-SUITE

Put away the computer and take back time, we got this!



ABOUT STAAJ Solutions

Your business operations partner...



STAAJ Solutions is a provider of business services and IT solutions with a focus on Customer Experience and Lean Operations; owned by both **women** and **veterans**. It offers its expertise to a diverse range of clients, including small and medium-sized businesses across multiple industries. The company has established a reputation as a trusted and reliable partner for businesses seeking growth solutions. The leadership team's track record of success on diverse projects underscores the company's ability to deliver exceptional results within budget and on schedule.

Our leadership has decades of experience assisting SMBs and large domestic and international corporations with Customer Experience, IT, Operations, and Business Consulting.

What we bring to the table:

1. Critical Operations & Service Assessments
2. Best-in-Class Customer Journey Experience
3. End-to-End Lean Operations with best practices regarding workflow, team training and governance
4. Advanced Growth Services including advanced Sales, Marketing, and Project Management
5. Fractional Management & Network Access
6. Full-Stack Technology Development Services & Compliance Capabilities
7. Data Management – Business Intelligence – AI / ML / Virtual Reality / Blockchain



How we work with companies:



Johnson & Johnson

For over **20 years** our team has been responsible for ensuring operational maturity, customer journey excellence and lean operations...
wherever we have been!

edmunds

NORDSTROM rack

HAUTELOOK

verizon
Digital Media Services

NORDSTROM

PROXIMIE

Teladoc HEALTH

Abbott

edgecast

RaiseMe

realtor.com
The Home of Home Search

everbridge

LA DevOps Days

Disney Online

WARNER BROS PICTURES

Customer Journey Excellence Programs



Start your business journey...

Your success is designed around our PPTFM model (People, Process, Technology, Finance, Metrics)

1 Business Assessments

Business assessments are a crucial tool for evaluating the performance and effectiveness of a business. Assessments cover a range of factors, such as financial performance, customer satisfaction, employee engagement, operational efficiency, and market trends.

Results: We will determine the proper path to set your business on between our **Ready-to-use solutions** and our ability to create **custom services** to meet your unique business needs.

Our Ready-To-Use STAAJ Solutions



Our Custom Services

Our custom business services offer tailored solutions to meet the specific needs of your businesses, providing personalized services, support and expertise to drive growth and success.

Advanced Sales & Marketing, Project Management, Leadership and Information Technology Services...



Budgets - Payment Options

We work with companies of all budgets by offering a range of flexible options and solutions that can be customized to fit your specific needs and financial constraints.

Our leadership team will work with you to find a way forward. Our goal is to help you succeed, regardless of the starting point.



Solution Overview – STAAJ LITE

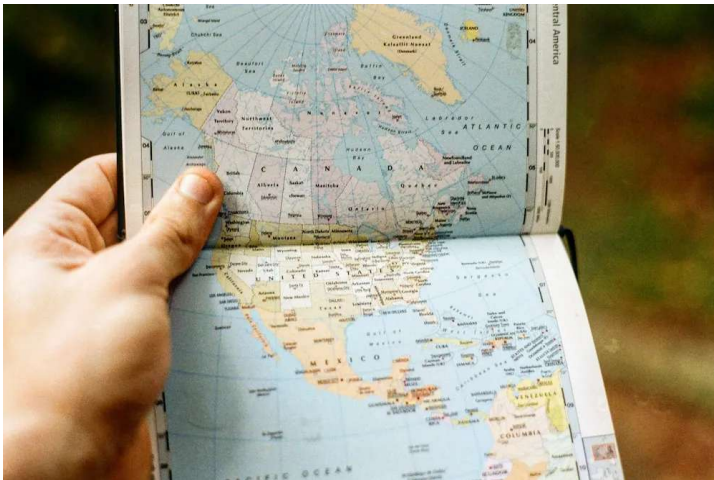
Your success is designed around our PPTFM model (People, Process, Technology, Finance, Metrics)

2 Customer Journey Excellence – 30 Day Ready-To-Use Solution

Jump-start your sales initiatives!

We provide seamless and satisfying experiences for your customers while interacting with your business. This involves understanding the customer's needs and expectations, identifying touch-points where customers engage the business, and ensuring each interaction is positive & consistent.

Achieving customer journey excellence requires a customer-centric approach, where the focus is on delivering value and building relationships rather than just making sales. It involves investing in technology, processes, and people to create a personalized and frictionless journey for customers, from the first point of contact to post-purchase support.



Ultimately, customer journey excellence leads to increased **customer satisfaction**, **loyalty**, and **advocacy**, which are critical for business *growth and success*.

STAAJ Solutions also provides best-fit leads and guides your team on cultivating relationships through the pipeline.

Generally, implementing a customer journey involves several key steps, including:

- Research and Analysis
- Planning and Strategy
- Technology Implementation
- Content Creation
- Team Training
- Testing and Refinement



Solution Overview – STAAJ PRO

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3 End-To-End Operational Maturity – 30 Days To Excellence

Lean-Ops with Visual KPIs and Business Intelligence Dashboards

Our end-to-end lean operations solution streamlines all processes and activities involved in delivering a product or service to the customer, from start to finish.

This involves identifying and eliminating any inefficiencies or waste that can add cost or time to the process, while maintaining quality and customer satisfaction. The goal is to optimize the flow of value from raw materials to the finished product or service, by continuously improving processes and eliminating non-value-added activities. End-to-end lean operations require a culture of continuous improvement, collaboration, and customer focus, with a strong emphasis on **data-informed decision-making** and employee empowerment.



By implementing end-to-end lean operations, businesses can **reduce costs, improve quality,** and **increase agility,** leading to a *competitive advantage* in the market.



FEATURES & BENEFITS:

Visual Ops - Dashboards offering insights into the inner-workings of company operations.

Cost Savings - Costs of implementing end-to-end operations for companies range in the thousands to several hundred thousand dollars or more. We have streamlined this process after years of crafting and testing the right solution within major organizations.

Enhanced Team Collaboration - Team training services enhance team communication, clarity and cadence, allowing for efficient and effective workflow.



Solution Overview – STAAJ Enterprise

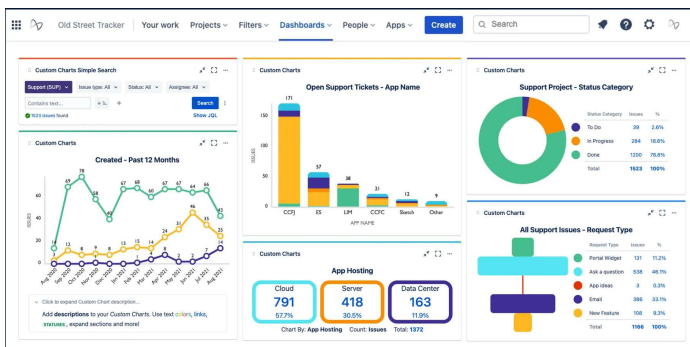
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4 Annual Enterprise Growth Plan

STAAJ LITE + PRO with our monthly performance and service reviews, helping your team scale!

Allow our team to review your performance metrics each month and offer solutions and assistance in driving KPIs and OKRs. Our continuous team training and strategic planning will help your team move towards best practice and optimal workflow.

STAAJ Enterprise is an annual plan with the benefits of both STAAJ Lite & STAAJ Pro, with added services including additional strategic planning, KPI governance, monthly business and service reviews, we take an **ACTIVE** role in helping to move your operations along.



Our monthly business review service provides a comprehensive analysis of your company's performance and identifies opportunities for growth and improvement.

Let us help drive your team's performance.

FEATURES & BENEFITS INCLUDE:

- MONTHLY Business Reviews
- Customer Journey Excellence (LITE)
- Accelerated Operational Maturity (PRO)
- Annual Program Designed to Scale
- Quarterly Roadmap Support & Strategy
- OKR & KPI Governance
- Quarterly Customer Surveys
- Employee & Self Care Surveys



Custom Services

Your success is designed around our PPTFM model (People, Process, Technology, Finance, Metrics)

5 Fractional Management Services

Bring the STAAJ leadership and vast network of seasoned professionals to YOUR table!

Fractional C-suite services refer to a model of executive leadership that enables small and mid-sized businesses to access experienced C-suite executives on a part-time or interim basis.

These executives typically serve as fractional CxOs of an organization and provide strategic guidance and direction. Fractional C-suite executives bring a wealth of experience, knowledge, and skills to the table and help businesses navigate complex challenges and opportunities.

They help companies establish and implement effective business strategies, optimize operations, manage finances, build high-performing teams, and drive growth.



Fractional management services are a flexible and cost-effective way for companies to leverage the expertise of experienced executives without committing to a full-time executive hire.

Obtain **Fortune 100** executive experience at a fraction of the cost.

Through our leadership's networks and strategic partners, STAAJ Solutions offers it's clients the following services:

- C-Suite, VP, Legal (Fractional Executives)
- Strategy & Execution
- Business Plans / Financial Models
- Network / Industry Contact Access
- Strategic Relationship Building



Custom Services

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Sales & Marketing

Active participation in your sales and marketing initiatives.

Our sales services are designed to assist your business with activities such as lead generation, prospecting, customer relationship management, and closing deals. We onboard and/or train sales professionals to identify potential customers, understand their needs, and work towards their decision to buy your products or services.

With our Marketing services, we focus on creating and executing strategies to attract, engage, and retain customers. This includes activities such as market research, branding, advertising, content creation, and social media management. Our Marketing professionals aim to create awareness and interest in your product or service, build a strong brand identity, and establish relationships with customers and strategic entities within your target markets.



Effective sales and marketing services require a deep understanding of the target audience, a **data-informed** approach, and a focus on delivering value to customers throughout the customer journey.

SALES & MARKETING SERVICES:

- Go To Market Strategy
- Branding & Messaging Support
- Social Media Management - Email Campaigns
- Call Center Services (Outbound / Inbound)
- Closing Sales Support (BDR Assistance)
- Key Account Management Services



Custom Services

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6 Information Technology

We can help you digitize your business and manage your technology roadmap.

Our technology services are designed to help businesses leverage technology for a wide-range of competitive advantages. The goal of our technology services is to help your business improve operations, increase productivity, and enhance your customer experience by leveraging technology.



Effective technology services require a customer-centric approach, a focus on innovation, and a commitment to delivering high-quality solutions that meet the unique needs of each client.

Technology services require expertise in various technologies, a deep understanding of business needs, and the ability to provide customized solutions. With the increasing importance of technology in today's business landscape, technology has become a critical part of any organization's success.



Our Technology Services Include:

- Custom Software Development
- Cybersecurity & Compliance Management
- Web and Mobile Application Development
- Data Management (AI / ML / Business Intelligence)
- Virtual Realty (Extended / Augmented / Gaming)



Custom Services

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Operational Support & Project Management

We can help manage your operations and guide your team to higher performance.

Project management services are critical to ensure the success of any project, regardless of its size or complexity. These services involve the planning, organization, and coordination of resources, including people, time, and budget, to achieve specific project goals and objectives.

Project management services typically encompass various phases, including initiation, planning, execution, monitoring, and closure. Effective project management services require a broad range of skills, including leadership, communication, risk management, and problem-solving.

By leveraging project management services, organizations can streamline their operations, minimize risks, optimize resource utilization, and deliver projects within the set timeline and budget.



Ultimately, project management services play a crucial role in ensuring that organizations achieve their strategic objectives, enhance their competitiveness, and drive growth.

***Let us drive your workflow to results!
Daily - Weekly - Monthly Options...***

Project Management Services Include:

- Project initiation and planning
- Resource planning and management
- Risk management
- Communication management
- Project monitoring and control
- Quality management
- Project closure



Custom Services

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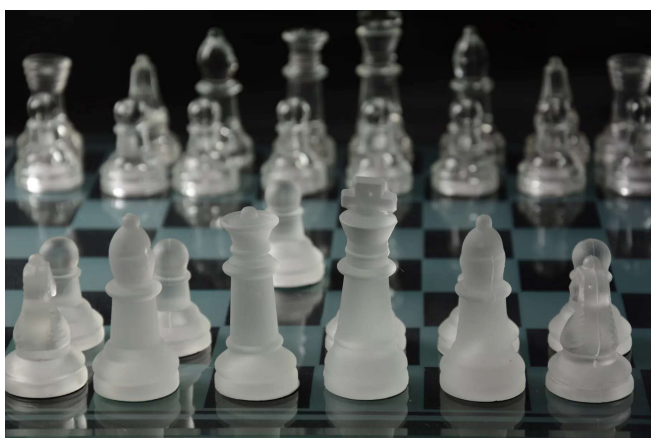


Access Our Professional Network

Leverage the power of our professional network to create relationships and unlock opportunities.

Leveraging a business network can be an effective way for businesses to expand their reach, build valuable relationships, and access new opportunities. Our business network includes a growing group of individuals and organizations that offer value within various industries, that share the common goal of helping people succeed.

By actively participating in our networking events, or obtaining that personal introduction, businesses can connect with other professionals, exchange ideas and knowledge, and build trust and credibility with potential partners or customers.



A strong business network can also offer access to resources and expertise that can help businesses overcome challenges and achieve their objectives.

Meet those critical pieces that can help your business succeed!

Expanded networks with our strategic partners:

By leveraging our network, businesses can tap into a wealth of knowledge and support that can help them succeed in today's competitive business environment.

We actively seek opportunities to match the right connections for positive outcomes.

