ChrisCruz.co Consulting

Practical systems for growth: automation, customer experience, lead flow, and KPI visibility.

Hourly Rate	Typical Engagements	Primary Deliverables
$150 / hour	2–10 hrs/week advisory 30–60 hr build sprints	Clear plans, implemented workflows, and run-ready documentation

What I do

I help small and mid-sized businesses turn "we should automate that" into working systems: clean workflows, integrated tools, and simple reporting that makes decisions easier.

Core services (with examples)

Workflow & Automation Builds

• Example: map your intake → follow-up → handoff steps, then automate routing, reminders, and status updates.
• Deliverables: workflow map, automation blueprint, implemented flows, and a handoff guide.

Customer Experience Systems

• Example: add structured support and lead qualification with clear escalation rules.
• Deliverables: conversation flows, knowledge structure, escalation playbook, and QA checklist.

Growth & Lead Flow

• Example: build an outreach + nurture system with consistent messaging and follow-ups.
• Deliverables: messaging framework, sequence plan, templates, and simple KPI tracking.

Data & KPI Dashboards

• Example: define the 8–12 metrics that matter, then produce a dashboard and weekly summary format.
• Deliverables: KPI dictionary, dashboard layout, reporting cadence, and ownership plan.

Technical Advisory (Fractional CTO-lite)

• Example: help your team choose tools, design integration patterns, and avoid costly rebuilds.
• Deliverables: architecture notes, vendor shortlist, and implementation checkpoints.

How engagements typically run

1 **1) Discover (1–3 hrs)**
Confirm goals, current tools, and the highest-leverage opportunities.

2 **2) Plan (2–6 hrs)**
Document the workflow, define success metrics, and outline the build.

3 **3) Build (10–50+ hrs)**
Implement automations/assistants/dashboards; test and iterate.

4 **4) Handoff (1–4 hrs)**
Documentation, training, and a clear owner/operator playbook.

Next steps

If you want to move fast, send: (1) your top 3 goals, (2) the tools you use today (CRM, email, scheduling, support), and (3) a quick description of your current workflow. I'll respond with a recommended first sprint.

Contact: chriscruz.co   • Booking link (add on site)