

Category	Features	Lexi	Teamzy
Overview	iOS compatibility	✓	
	Android compatibility	✓	
	Browser compatibility		✓
	Pricing	\$8.33 Monthly, \$99.95 Annually	First Month Free, \$29.95 Monthly, \$299.88 Annually
	Goal Orientation	Extensive videos about the products integrated in the app	Used for business management and organization, not training
	Background	View goals based on track system	View goals based on desired income
Users	Psychologically focused behavior change	Facilitated communication and business management via emails, Facebook, etc.	
		Used by Ambassadors, Customers, and Prospects	Used by Ambassadors

Overview

Lexi is first and foremost an application available for iOS and Android devices. A webpage for Lexi is available on a desktop or mobile browser that is used for maintenance such as account billing, password help, and referencing help files. Although Teamzy is not technically available via a downloadable app, the browser-based tool works on both mobile and desktop devices. There are currently plans to implement desktop compatibility in the future for the Lexi app.

In terms of price, Lexi is clearly the cheaper option by about \$200 annually.

Lexi, an app created by Bitesize LLC, is a custom-branded app for Plexus. Contained within the app are videos about Plexus products. Teamzy, on the other hand, is a third party organizational tool that is more designed for business building than Plexus-focused initiatives (there is, however, a "tailor-made" version of Teamzy for Plexus). Lexi's strengths come from its "Track System", and daily goals are presented to the user depending on who is on the track. A great feature of Teamzy is the ability to set a financial goal for the year, and daily goals will be presented to the user depending on that value. The aforementioned "Track System" of Lexi leverages psychology to affect behavior change over periods of time for everyone in the Plexus pipeline (ambassadors, prospects, customers, etc). Teamzy focuses on efficiency and on assisting the Ambassador in getting all income-producing work done during a Power Hour.

Overall, the vision of Lexi seems to be effectively helping others build habits and further their goals within the Plexus system, while the vision of Teamzy seems to be effectively reaching out to new prospects and following up with current connections on a personal level.

Category	Features	Lexi	Teamzy
Communication	Send Messages from App	✓	✓
	Group Messages via App	✓	
	Chat via App	✓	
	Automated Texts / Emails	✓	
	Pre-made Client Contacting Scripts		✓
	Edit Scheduled Messages	✓	
	Communication Log	✓	✓
View Who Accessed Content	✓		

Communication

Teamzy does a great job at facilitating and guiding the user to send personal messages for business building or follow up. However, it lacks automation, which Lexi leverages to maximize efficiency. Once on a track, Lexi can send out messages

Rachel 1:31 PM
These sentences need to be grouped together. I can see what you're going for here, but initially I thought this last sentence was about Teamzy until I got to the word "Lexi" which is the second to last word of the sentence. Consider moving the last sentence up behind the sentence which begins with "A webpage for Lexi..." If you do this, you may want to write another concluding paragraph sentence so as to return the focus to Lexi and away from Teamzy (I haven't heard of Teamzy before, so I'm assuming they're the competition).

Rachel Dec 11
Since third-party is being used as a modifier, you need a hyphen. It should be "third-party" not "third party"

Rachel Dec 11
Likewise, this is functioning as a noun and needs a hyphen. business-building

Rachel Dec 11
Delete comma

Rachel Dec 11
Both business-building and follow-up are being used as nouns in this sentence. As such, you need the hyphen. For details, visit https://www.grammarly.com/blog/f

and follow up with the recipients automatically whether it be through email or text. These messages can also be sent manually with Lexi. Generally, Teamzy just organizes and guides the user to make these messages as there is a focus on relationships and being personable, although it is possible to link your Gmail account directly. Lexi will automatically log the previous communications that have occurred with the recipients, while in Teamzy these communication logs are manually inputted. Furthermore, Lexi allows you to see who has accessed content like videos that have been sent out. A strength of Lexi's is the variety of scripts from which the user can draw from or edit when they send out messages, which can help with users that struggle with what to say. Lexi also allows you to use or edit scheduled messages, but more in the realm of those who are already in the track system, while Teamzy seems to facilitate prospect outreach a little easier.

Category	Features	Lexi	Teamzy
Business Development	Free Basic Training	✓	✓
	Advanced Business Building Courses	All Courses Included	Pay to Access Advanced Courses
	Webinar Training	✓	✓
	Reminder Delivery System	✓	✓
	Next-Step Tasks	✓	✓
	Pre-developed Track - Ambassador	✓	
	Pre-developed Track - Customer	✓	
Pre-developed Track - Prospects	✓		

Business Development

Both Lexi and Teamzy offer free basic business building training courses webinars. Lexi includes all advanced business building training in the subscription fee, along with Plexus-specific product videos integrated with the app. Teamzy's more advanced training requires further payments.

The Lexi app is specifically designed to help bring about positive behavior changes and habits through the track system. Once on the track system, the user has daily goals and prompts based on where everyone is in the track. Teamzy prompts further business development and follow-up based on the annual monetary goal and how the contacts themselves are ranked. Teamzy does a great job of encouraging the use of social media to gain new prospects and potential clients, and although Lexi does have social media integration with Facebook, the outreach for new clients is mostly encouraged through the training courses rather than as a daily goal.

Category	Features	Lexi	Teamzy
Training	Quiz or Game Style Training Materials	✓	
	"Behavioral Change Technology"	✓	
	App-Company Consultants Available	✓	

Training

Training towards those that the users of Lexi/Teamzy interact with is something that Lexi focuses on, especially with the track system. Oftentimes with Plexus, using the product itself requires follow-up and reminders. The automated guides and messages from Lexi are perfect for this. This would have to be done manually in Teamzy. Neither product offers truly interactive training; interactive training is defined as having quizzes or games to assess content retention. Both products do have Plexus specific training videos created by the product's parent company, Bitesize LLC with Lexi has broken down the training into small segments, designed for greater retention. Lexi provides the Plexus Ambassador with all the reports that they could get from their Plexus website. Teamzy offers ratio reporting including the ratio of contacts to sales and sales to builders. Lexi offers consultants to assist Ambassadors with training and utilizing the app.

Rachel Dec 11
From here down, you start using second-person tense. This is okay, but I want to make sure it's intentional.

Rachel Dec 11
business-building

Rachel Dec 11
At first I was confused why this was even in here, but you answer the question later on in the paragraph.

Category	Features	Lexi	Teamzy
Contacts	Import Contacts	✓	✓
	Import Contacts from Facebook Friends		✓
	Contact Photo Available	✓	
	Contact Rank / Prioritize Feature		✓
	Contact Notes Section	✓	✓
Contact Filters / Tags		✓	

Contacts

Both products allow the user to import contacts, whereas only Teamzy can import contacts from Facebook. Lexi has contact photos included in the contact profile. Teamzy has a contact ranking system using a 5-star scale, which is used to prioritize and organize the tasks done for the "Power Hour". Lexi's contacts are sorted by track and the type of connection (customer, prospect, etc). Both products have a notes section in the contact profile for further accessibility. The Teamzy product can assign tags to contacts and those tags can be used to filter contacts.

Category	Features	Lexi	Teamzy
Media	Plexus Product Videos	✓	✓
	Reports	✓	
	Send Photos / Videos via App	✓	
	View Downloaded Media Offline	✓	

Media

The Lexi app comes with Plexus product videos in addition to the Plexus specific training videos. Ambassadors can send photos and videos via the Lexi app, and downloaded content can be accessed and viewed when the device is offline.

Category	Features	Lexi	Teamzy
Accessibility & Design	Checklists	✓	
	Custom Taglines, Signatures, etc.	✓	✓
	Simple Navigation	✓	✓

Accessibility & Design

Both products have a dashboard feature with daily tasks. Lexi offers checklists for tasks. Both products have customizable taglines and signatures for communication sent from an Ambassador.

Rachel Dec 11
Place period inside quotation marks "Power Hour."