



EVOLVING EXPERIENCES[®]



“When you put *PEOPLE* at the center of everything you do, the most amazing things are possible.”

Experience = Growth

Customer and Employee Experiences are the fastest paths to sustainable growth.

As the economy continues to evolve, the experiences you deliver to your employees and your customers will make all the difference in meeting your sales and retention goals.

Well trained employees deliver better service, are more productive, and stay with your organization longer. Your team experience will be the catalyst for creating a culture of hospitality and customer experience.

- What is your customer experience strategy?
- How will you train your teams to serve customers?
- What is your plan to recruit & retain star talent?
- Are your leaders equipped to drive results?

We bring the experience of training tens of thousands of employees and leaders over the last decade with a proven blend of storytelling and real-world tactics that drive results.

**You don't have to go it alone.
We can help you.**

HOW WE HELP



Customer Experience Strategy

- Personalized hospitality strategies to realize your vision (behaviors + tenets)
- Establish your CX focus, goals, & KPIs
- Craft a service platform for your organization



Training + Development

- Impactful employee skill & service training
- Leadership workshops that translate your vision to action
- Deployment strategies to sustain service authenticity & accountability



Employee Experience

- Inspire your team to deliver sustainable results through communication and care
- Engagement strategies to improve recruitment and retention
- Results-driven tactics that foster a culture of empowerment

EXPERIENCE IS FUELED BY 5 KEY GUIDELINES

These guidelines are the operational priorities that ensure consistent delivery of customer service. Together we can craft your strategy to implement and measure these standards.



SAFETY

A culture that prioritizes safety & security organizationally.



HOSPITALITY

Service standards that focus on personalized service and guest focus.



QUALITY

Consistently delivering on brand promises and product standards.



SIMPLICITY

Processes that make you easy to do business with and reduce customer effort.



INCLUSIVITY

Creating a welcoming environment of diversity and respect.

WHY EXPERIENCE?

- Happy customers spend more and happy employees stay longer
- Loyal customers recommend you and engaged employees help you recruit great talent
- Retaining customers and employees is more profitable than cultivating new ones



Tony Johnson is 4xi's Chief Experience Officer and leader of the Evolving Experiences practice. Before joining 4xi, he was the Customer Service Officer for Aramark, a global food and facilities organization. Tony is a Certified Customer Experience Professional (CCXP), an award-winning speaker, and globally recognized expert on employee and customer experience. He is the author of 3 books on leadership and customer experience and hosts an industry leading weekly podcast.



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