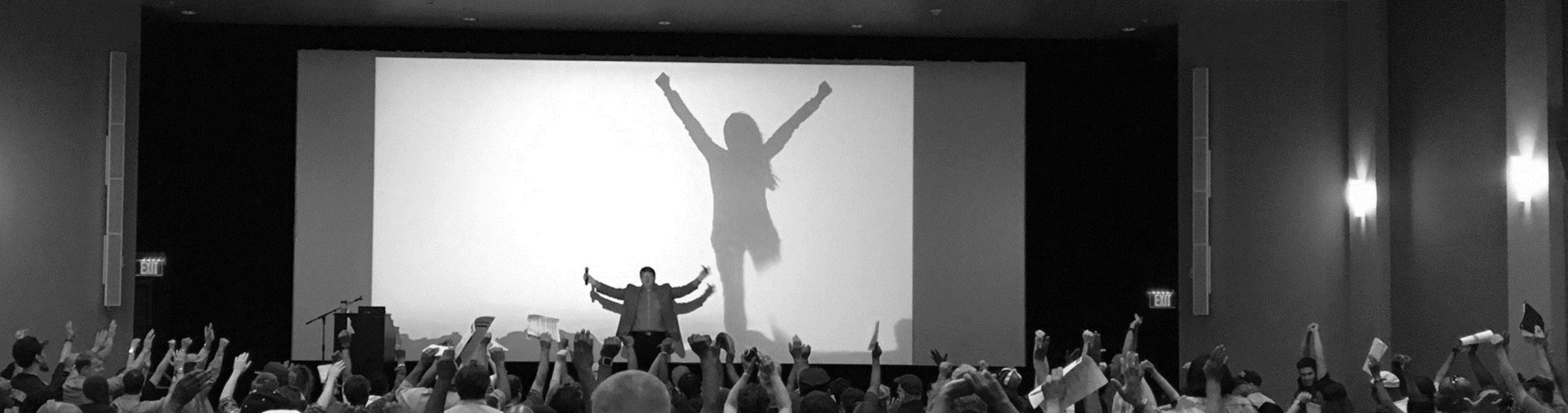




CUSTOMER EXPERIENCE SOLUTIONS

Training | Strategy | Deployment



Higher Education Retail Restaurants Healthcare Tourism Sports + Leisure Technology Facilities + Housekeeping



CUSTOMER EXPERIENCE TRAINING + STRATEGY

Customer Experience is innately **personal**.

To that end, we offer **customized approaches** to customer experience strategy and training for your business.

We will work with your leadership, employees, and customers to craft a sustainable plan to create and deploy a **culture-building** experience platform.

We will connect your **core values** and goals to a training mechanism that can be updated as the marketplace evolves but steeped in the fundamentals of **personalized hospitality**.





CUSTOMER EXPERIENCE TRAINING + STRATEGY



- **Customer Experience (CX) and employee engagement are not “soft skills” but rather the fastest paths to sustainable growth**
- **We help you translate your vision into the daily success behaviors that your team can easily understand, implement, and repeat**
- **We will work together to create **UNIQUE EXPERIENCES** to tie together all aspects of the CX culture across all portfolios and markets.**



HOW TONY CAN HELP YOUR ORGANIZATION

- 🔥 Customer Experience Strategy Creation
- 🔥 Employee Skills Training
- 🔥 Leadership Development
- 🔥 Customer Journey Mapping
- 🔥 Keynote + Motivational Speaking
- 🔥 Event Hosting and Emcee
- 🔥 Presentation Skills + Train the Trainer



WE OFFER SOLUTIONS FOR MANY INDUSTRIES



RESTAURANTS + FOOD SERVICES



GROCERY + RETAIL + COFFEE



HEALTHCARE + PATIENT EXPERIENCE



SPORTING VENUES + FAN EXPERIENCE



CONVENTION + CONFERENCE CENTERS



FACILITIES + ENVIRONMENTAL SERVICES

Americans will pay 17% more to do business with firms with great reputations when it comes to customer service.

American Express



RESPONSE TO OUR TRAINING AND PROGRAMS



“When I brought Tony in to talk to my team, I was amazed by his **customer focus** and **passion** to delight guests. When we applied his customer service techniques, we were able to really amp up and improve our customer service.”

- **Geno Svec, Executive Director of Campus Service, Higher Education**

“Tony goes well beyond theory - he teaches the “how” behind the “what” of powerful customer service in today's economy. By using his techniques and strategies, we have seen measurable improvement in our customer satisfaction scores and improved outcomes in both food and facilities.”

- **Chase Toussaint, Patient Experience Officer**

“Tony Johnson is one of the most highly engaged customer centric professionals I have ever had the pleasure to work with. Many of us say it, but Tony actually DOES put the customer at the center of everything he does. He is they guy you want helping you develop and deliver your customer service strategy”

- **Danna Vetter, Chief Marketing Officer**



**GREAT CUSTOMER EXPERIENCES
WILL GROW YOUR SALES**



**ENABLED AND EMPOWERED
EMPLOYEES DELIVER GREAT
CUSTOMER EXPERIENCES**



**LEADERS WHO ENGAGE AND
TRAIN THEIR EMPLOYEES
CREATE EMPOWERED TEAMS**



You don't have a sales problem.

You have a fundamental gap
in customer experience,
leadership development,
and employee training

HOW WE CAN HELP YOU

Customer + Employee Experience are the fastest paths to sustainable growth

We accomplish this by putting customers and teams at the center of everything we do



CONSULTING

- Personalized **hospitality strategies** to realize your vision
- Establish business **behaviors** that drive **success**
- Craft a **service platform** for your organization



TRAINING

- Impactful employee skill + service **training**
- Leader workshops that translate your **vision** to **action**
- Deployment strategies to **sustain service authenticity**



SPEAKING

- High energy **motivational** keynote talks
- **Customized** for your business goals
- Establish a common **purpose** and **clarity** for your team



CASE STUDY: Dining Operations Partner

WE IMPLEMENTED THE FOLLOWING SOLUTIONS FROM 2018 - 2020

- **Implementation of a full customer experience platform and training solution**
- **Scaled complete customer experience and leadership development program**
- **Custom videos, employee pocket guides, and leadership playbook created**
- **Created and deployed train-the-trainer model for front line training implementation**
- **Deployed pre-shift huddle program and daily service execution review tool**

THE RESULTS

- **13% increase in year over year OSAT scores**
- **12% increase in year over year CSAT scores**
- **11% increase in year over year sales**

It's one thing to craft a strategy, but it takes a plan to deploy, sustain, and drive results.



The Meaning of Customer Guest

**PUTTING
CUSTOMERS AT
THE CENTER OF
EVERYTHING
YOU DO**

Hospitality

**Service that surprises and
delights with personalized
WOWs**

Consistency

**Delivering on brand
promises for consumers and
guests each day**

Experience

**Delivering effortless
experiences for customers
by anticipating their needs**

CUSTOMER EXPERIENCE STRATEGY



CUSTOMER EXPERIENCE IS THE FASTEST PATH TO SUSTAINABLE SALES GROWTH



- Happy Customer Spend More and More Often
- Loyal Customers will recommend you to others and defend you in the marketplace
- It is more cost effective to retain current customers than to acquire new ones



THE STATS THAT BACK IT UP

- Happy Customer Spend 17% More (American Express)
- 92% of customers trust positive recommendations from others (Nielson)
- It is 5-times more costly to acquire a new customer than to retain an existing customer (Invesp)





CONSULTING + STRATEGY SOLUTIONS



Design Your Customer Experience + Brand Strategy and update your Customer Service Programs



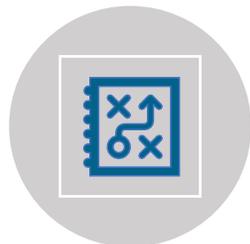
Analyze Survey and Customer Comments to Create Actionable Tactics for Improvement



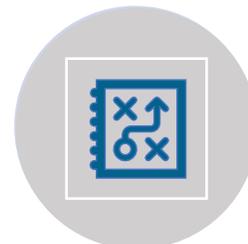
Design Playbooks and Collateral to Reinforce Your Vision and Sustain Your Mission



Connect Your Vision and Strategy to Daily Team Behaviors Through Training and Leadership Development



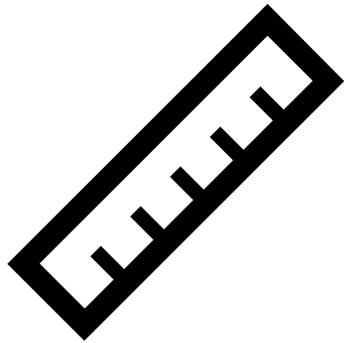
Create a Scalable Deployment Strategy to Bring Your Vision to Life



Interview clients, customers, leaders and team members to provide a holistic CX overview

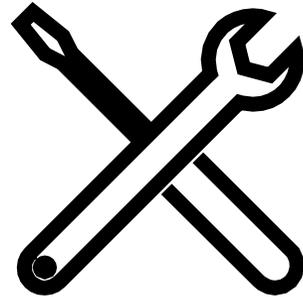


STRATEGY DEVELOPMENT PROCESS



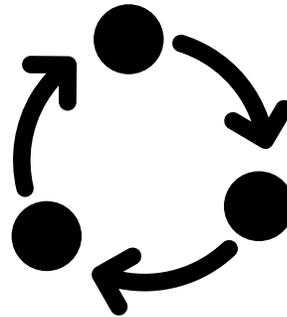
ASSESS

We understand your needs by listening to key stakeholders and analyzing your customer feedback



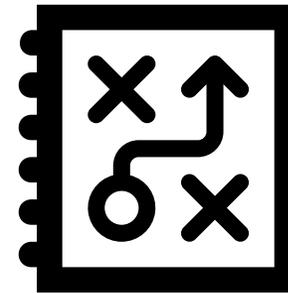
CREATE

By aligning with your brand and mission we create a strategy designed to advance your business goals



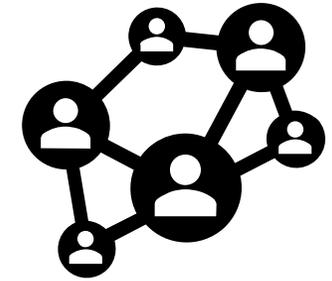
TEST

We test at select locations, gather feedback + results, and use to iterate your final CX strategy



DEPLOY

Our training strategies complement the customized collateral and playbooks designed to mobilize the CX strategy



SUSTAIN

We help you monitor and analyze results as well as formulate team communication strategies for long term success

To ensure success
at every touchpoint
we focus on four
drivers of impactful
customer
experience.

**Safety, Hospitality,
Quality, + Simplicity**



CUSTOMER EXPERIENCE KEY DRIVERS



Safety

A culture that prioritizes safety organizationally

SANITARY

Sharper focus will emerge from customers going beyond clean to sanitized

I know my health and security are well in hand



Hospitality

Service standards that focus on personalized service and customer focus

COMPASSIONATE

Customers will not only expect service that is polite and professional, but offers kindness and connection

I can count on service that anticipates my needs and treats me with respect



Quality

Consistently delivering on brand promises and product standards

VALUE

The marketplace will prioritize quality items delivered at a fair price.

I can trust that I'll receive consistent quality and service



Simplicity

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

EASY

Friction and effort are reduced throughout the service process. Service is timely and there are no silly rules or processes

I like doing business with this company because it's easy and reliable.

PRICE OF ENTRY



DIFFERENTIATOR

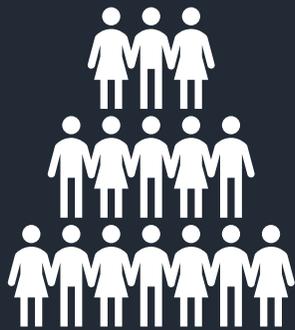


DELIGHT + AMAZE

TOUCHPOINT EXPERIENCE FORMULA

By aligning these principles, we keep the focus on the customer plus an eye on the details

- People:** The leaders and team who care for customers in person, on the phone, or via chat
- Product:** The solution for your customer's problems or the service you offer
- Place:** Where your team meets their customers – this could be live, virtually, or via A.I.
- Process:** How things get done safely and in a repeatable manner



PEOPLE



PRODUCT



PLACE



PROCESS

Tiered Approach to Customer Experience

As with a pyramid, our service strategy builds on foundational elements and ascends to greater heights of experience using the fundamentals as a base.

GOLD

These are the service standards that are price of entry in the hospitality marketplace.

They represent a set of repeatable fundamentals that drive hospitality.

- The behaviors and steps of guest service to guide frontline teams
- Service recovery to correct customer issues and client opportunities
- 7 customer commitments to align organizational strategy to front line actions for success

PLATINUM

We combine service fundamentals with leadership development to prioritize the team experience along with the customer experience.

- Employee selection, training, communication, and engagement
- Situational service that helps teams understand customer needs and challenges
- The power of consistency + details
- Situational roleplaying to help deepen employee empowerment

+

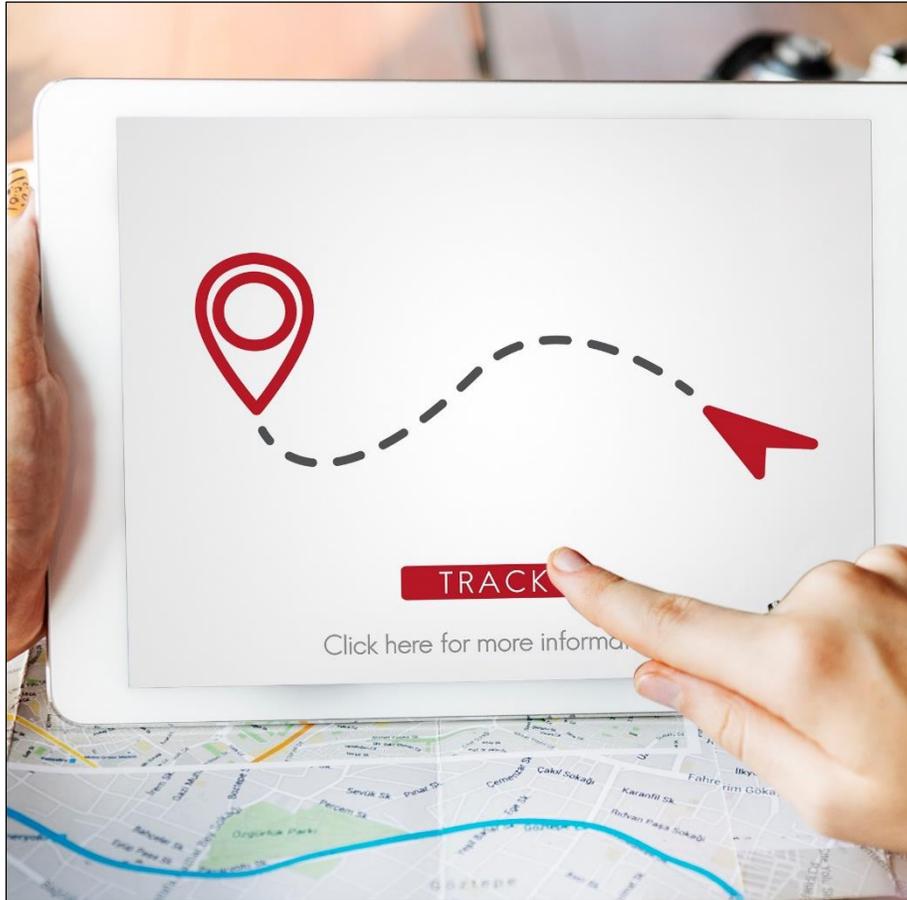
DIAMOND

This session implements the customer and guest journey, along with strengthening emotional connections with customers.

This is about purpose-driven customer experience delivered with personalization and compassion.

- Customer journey mapping and touchpoint optimization
- Empathetic and values-based hospitality
- Prioritizing diversity to create inclusive service environments

PROGRAM TOOLS + RESOURCES



- Customized Playbook
- Team Pocket Cards and tech-enabled engagement
- Deployment Cadence
- Pre-Shift Meeting Tools
- Follow Up and Accountability
- On Demand CX Support

EMPLOYEE SKILLS TRAINING



Employee training
is an investment in
your business
growth.

**Engaged teams are
more productive, stay
longer, and deliver
better customer service**



ENGAGED EMPLOYEES DELIVER RESULTS

- 70% of employees report that they don't have mastery of the skills they need to do their jobs (Gartner)
- Companies with high levels of employee engagement are 21% more profitable (Gallup)
- The cost of replacing an employee ranges from 90% to 200% of their annual pay (SHRM)



WHY OUR TRAINING WORKS

- **Storytelling driven**
- **Based on proven tactics**
- **Includes role playing and activities**
- **Results oriented**
- **Employee focused**
- **Accountability + Follow up included**

The following training sessions can be conducted independently or combined as a series of training events

IGNITE YOUR SERVICE HOSPITALITY TRAINING



Entry - Intermediate Level

- **Learn the fundamentals of service, including the G.U.E.S.T. customer experience model**
- **Understand the importance of empathy and understanding to serve customers**
- **Develop ownership for quality, customer experience, and safety**
- **Learn how to solve problems and execute Service Recovery to protect the customer experience**

For front line associates, managers, and supervisors who serve customers and are responsible for front line operations

IGNITE YOUR SERVICE LEADERSHIP WORKSHOP



Intermediate – Expert Level

- **Selecting and building results-driven teams**
- **Using training and communication to build consistency and quality**
- **Leveraging recognition to build behavior and culture**
- **The power of leadership behaviors and setting the best possible example**
- **Sustaining a culture of service and quality through the 5 leadership priorities**

For anyone who leads people but great for new supervisors or those moving into areas of additional responsibility

PEOPLE-FIRST PATIENT EXPERIENCE



Entry - Advanced Level

- **Create a model for sustainable patient centered care**
- **Learn the power of building a team focused on repeatable, dependable experiences**
- **Develop tactics and behaviors that lead to anticipatory service**
- **Leverage your recent survey scores and information to create a plan for the future**
- **Deliver empathy at each key touchpoint**

For front line associates, managers, and supervisors who care for patients in healthcare operations, hospitals, and long term care centers

IGNITE YOUR JOURNEY MAPPING WORKSHOP



Intermediate - Advanced Level

- **Explore and map the key touchpoints that define your customer's experience**
- **Translate your brand into daily tactics and behaviors that reinforce your vision**
- **Analyze how people, place, product, and process support your company mission and customer success**
- **Craft a plan to address friction points from the customer point of view to build loyalty and grow market share**

For front line / area leaders as well as organizational executives who want to pinpoint customer pain points and take action

CONTACT CENTER SERVICE TRAINING



Entry - Advanced Level

- **Learn the fundamentals of service, including the G.U.E.S.T. customer experience model**
- **Learn the phone and chat skills needed to build rapport with customers quickly**
- **Craft a plan to increase first call resolution**
- **Understand how and when to build Artificial Intelligence or automation into your model and to leverage capacity to build agent value**

For front line associates, managers, and supervisors who serve customers and are responsible for contact center operations

CUSTOMER STRATEGY + VISIONING SESSION



Advanced Level

- **Map your customer experience**
- **Analyze your last 12 months of survey data to create a plan for the future**
- **Align your brand vision to your daily execution**
- **Establish your brand voice and connect that to a tangible deployment schedule for your organization**
- **12-month follow up cadence**

For marketing leaders, senior leaders, and owners who want to establish a customer experience culture for their business

TREATING YOUR TEAM LIKE CUSTOMERS



Intermediate Level

- **Learn to apply the fundamentals of customer experience to your internal customers (your employees)**
- **Understand the power of listening and prompt follow up for employees**
- **Empower and enable your team to deliver consistently great customer experiences**
- **Learn how supporting your team leads to better employee engagement, improved productivity, and increased profit**

For leaders and functional support groups such as HR, Marketing, Finance, I/T, and Benefits Call Centers that serve employees or field locations

“After conducting workshops and training sessions with our management teams and hourly associates a positive shift in attitude and atmosphere becomes evident. He is very creative in his approach. In my 30 plus years in the industry Tony is one of the best I have encountered.”

-David Leicht, Regional Director of Culinary

**Every session is tailored to your
unique needs and the culture of your
organization**

OTHER SESSIONS AVAILABLE

60-minute interactive sessions

INTERVIEW SKILLS: Learn to tell your story in a way that positions you as a top candidate. In this session we will tie your resume to results and showcase the benefit you can bring to an organization.

TEAMWORK: Learn how to work with others and accomplish a common goal with a 3-step process for success.

JOB SKILLS 101: Learn the fundamentals of succeeding at work. We will cover timeliness, follow through, accountability, work habits, and communicating with supervisors and coworkers.

LEADERSHIP DEVELOPMENT

**LEADERSHIP IS
ABOUT INFLUENCE**

**Our cycle of Leadership
Excellence Engages Teams
and Drives Results**

Select

Train

Sustain

Communicate

Execute

**Combine the following
leadership development
with employee training to
build a super-charged
culture of growth**

LEADERSHIP BOOT CAMP



Entry - Intermediate Level

- **Make the transition into a leadership role**
- **Understand how to communicate with your team to drive results**
- **Learn to lead effective meetings**
- **Understand how to manage performance and standards**
- **Learn to have difficult conversations**
- **Learn to prioritize your time and your daily goals**

Ideal for those transitioning into leadership positions for the first time or moving from hourly to salaried leadership roles

LEAD LIKE YOU MEAN IT



Intermediate Level

- **Learn to prioritize employee engagement and business results.**
- **Understand the cycle of leadership excellence**
- **Build your team through intentional recruiting and selection**
- **Learn to engage your team with meaningful daily conversations and recognition**
- **Build a culture of results through performance management**

For leaders who are taking the next step of their leadership journey

MANAGING PERFORMANCE



Entry - Intermediate Level

- **Manage performance daily through micro-coaching and recognition**
- **Learn to use difficult conversations to improve team performance**
- **Understand how to assess your team and create a high, middle, low performer matrix**
- **Create action plans to move your team to the next level**
- **Implement daily, quarterly, and annual coaching strategies to grow team capacity**

Ideal for leaders who manage large and diverse teams – and what to start building a culture of quality and accountability

BUILDING ONE TEAM



Intermediate – Advanced Level

- **Learn to build ONE united team within your department or business**
- **Discover how to cultivate cross functional teams that span various departments**
- **Understand how to break down barriers in your team's daily work**
- **Learn to inspire others without formal authority**
- **Understand how to skillfully manage internal politics**

For leaders who want to align departments and increase communication within their business

EXECUTIVE READINESS



Advanced Level

- **Create a plan to move from a director or area manager role into a Vice President, Senior VP, Chief Operating Officer or Regional VP position**
- **Understand the different skills needed to lead teams indirectly**
- **Gain confidence in presenting ideas in high level meetings**
- **Crafting your vision and values statement**
- **Translating strategy to tactics**

For leaders taking the step into roles with large spans of influence. Perfect for new COOs, SVPs, or RVPs

CXO ONBOARDING



Advanced Level

- **Understand the role of the Customer Experience Officer of VP for Customer Service**
- **Create a 30, 60, 90-day onboarding plan**
- **Prioritize the first 6 months of organizational goals + deployment strategy**
- **Learn the key tactics to creating a customer experience strategy and training program**
- **6 months of weekly coaching calls**

For leaders taking on organization-wide responsibility for customer experience

FRESH EYES BUSINESS REVIEW



Execution is Fuel for Customer Loyalty.

*A fresh perspective can be a
powerful source of learning*

FRESH EYES REVIEW



A standardized process that reviews your business in real time and makes recommendations based on observations and findings

- **We conduct a complete business review, primarily focusing on your customer-facing aspects such as in-store service, website, and contact center**
- **We experience and evaluate your business in real time, from the customer perspective**
- **We observe employee behaviors, leadership acumen, cleanliness, product quality, and overall service delivery**
- **We categorize our findings in the following streams: customer service, leadership, brand, and execution**
- **We conduct customer intercept surveys, focus groups with your team, and interviews with your leadership group to generate a complete picture of your overall business execution**
- **Our team creates a full set of recommendations – including a path to deployment – and will coordinate with you weekly over a 6-month period to implement the changes**

OUR TEAM HAS LED OVER 200 FRESH EYES OVER THE PAST DECADE

MOTIVATIONAL KEYNOTES

What will you do
next?

What will you do
differently?

...For your
Guests



ENGAGING | INSPIRING | FUN



WE LISTEN.

Every keynote and motivational session is customized for your organization to help you achieve your goals

In-Person or Virtual Available

KEYNOTES TALKS

IT'S MORE THAN A BRAND, IT'S A PROMISE: You make a promise to your customers each time you serve them, and they are relying on you to deliver. Every service moment defines their experience and your brand.

IT'S TIME FOR A COMEBACK: Learn to navigate change and drive your business as the marketplace continues to evolve. This session focuses on The Ignite Your Service Comeback Framework: Safety, Hospitality, Quality, and Simplicity.

JUST 10% MORE: The best organizations give just a little more than their competition (with targeted intentionality). This talk will motivate your team to put customers center stage and embrace the spirit of hospitality.

BUILDING CUSTOMER TRUST DURING ADVERSITY: Growing your business during times of challenge takes a blend of empathy, communication, and focus. Learn to deepen relationships and retain key business.

KEYNOTES TALKS

THE SIX CANONS OF CUSTOMER SERVICE: Customer loyalty is driven by passion and reliability. The Six Canons of Customer Service are your blueprint to deliver amazing customer and employee experiences.

STOP IGNORING YOUR CUSTOMER JOURNEY: Everything that touches your customers tells a story about your brand and what matters to you. To protect your reputation, follow the Touchpoint Experience Model and harness the power of People, Place, Product, and Process

LEAD LIKE YOU MEAN IT: Your team and your customers are counting on you to deliver. Learn the 5 leadership imperatives that will make you successful during challenging times and help you build a culture of accountability.

HOSTING AND EMCEE SERVICES

A close-up photograph of a typewriter's carriage and keyboard mechanism. The image shows the metal frame, the carriage with its rollers, and the keys. The text "Once upon a time..." is printed on a sheet of paper that is being typed by the machine. The lighting is soft, highlighting the metallic textures and the white paper.

Once upon a time...

We all have a story to tell

We turn your passion into a
compelling value proposition for
your customers



CREATING YOUR CUSTOM EVENT



Tony can host your event or emcee your next conference



Tony's wit, enthusiasm, and love of people will keep your program lively and entertaining



We will help you turn your expertise into an online session that will educate your audience



Your customers will value your expertise and be more likely to seek you out to work with you



You can tell your story via a 45-minute webcast or 30-minute podcast



We will produce a fully edited audio or video file for your marketing use

PRESENTATION SKILLS



- Confident Public Speaking
- The Art of Storytelling
- Creating Your Presentation
- Stage Presence

Fast Facts

125,000

Associates engaged

12,500

Leaders impacted

22

Years in executive leadership

94.6%

Audience satisfaction rating

\$12.3 B

Span of business influence





THE RESULTS

25%

safety improvement

12%

reduced employee turnover

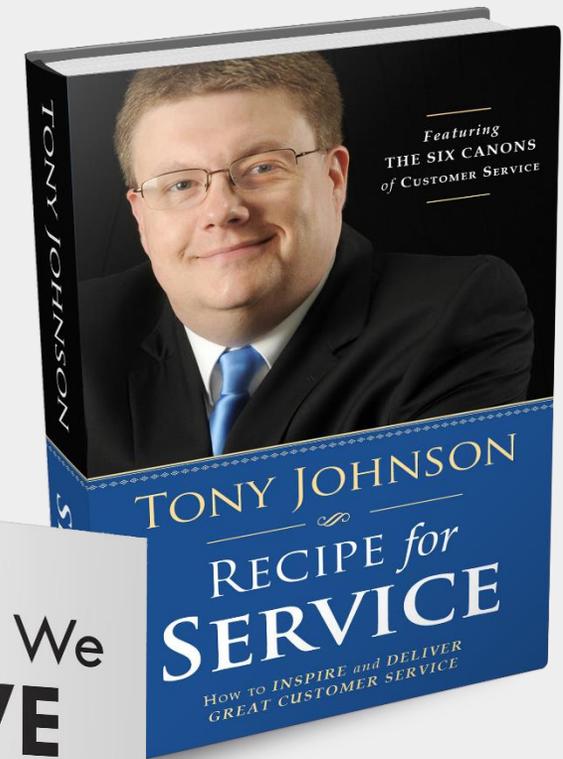
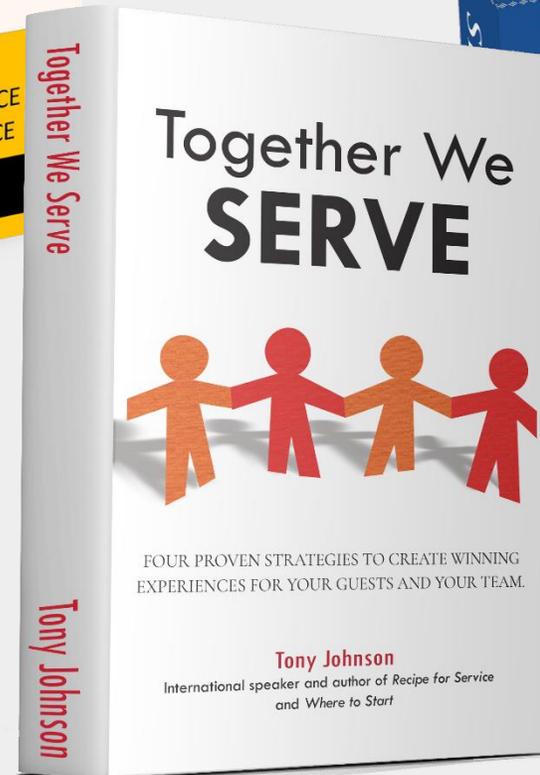
10%

annual sales growth

WE WORK WITH INDUSTRY LEADERS



**TONY IS THE
AUTHOR OF
THREE BOOKS
ON CUSTOMER
EXPERIENCE,
LEADERSHIP, AND
BUSINESS
PERFORMANCE**



Tony Johnson, CCXP

Customer Experience Officer



Creating a culture of service and empowering teams to deliver world class experiences is at the heart of Tony's mission. He is a published author who has spent 20 years in front line leadership roles executing consistently great guest, customer, and consumer experiences.

Tony is focused on the end-to-end customer experience, ensuring that every detail creates emotionally engaging experiences – bringing together consistent execution, amazing service, and seamless integration. He speaks to teams across the country, inspiring them to IGNITE THEIR SERVICE.

Tony spent 4 years as the Customer Experience Officer (CXO) for Aramark before launching Ignite Your Service Training and Strategy.

As an executive leader, Tony brings an understanding of organizational execution, employee development, customer experience, and performance management.

Tony is a Certified Customer Experience Professional (CCXP) and a member of the Customer Experience Professionals Association (CXPA). He is also a professional member of the National Speakers Association and a Certified Virtual Presenter.

Tony is the author of three books and lives in Florida with his wife Melissa.



IGNITE
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Customer Service Trainer and
Speaker Tony Johnson



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