

An Overview

accelerate ROI 

An Overview

Industries Serviced

- Real Estate
- Hospitality
- Retail
- Medical
- Financial
- Business to Business

Our goal at **Accelerate roi** is to assist our clients with the design and deployment of customized business solutions that positively impact their return on investment. The understanding of the customer experience is key to the success.

We market

We consult

We train

An Overview

Retail

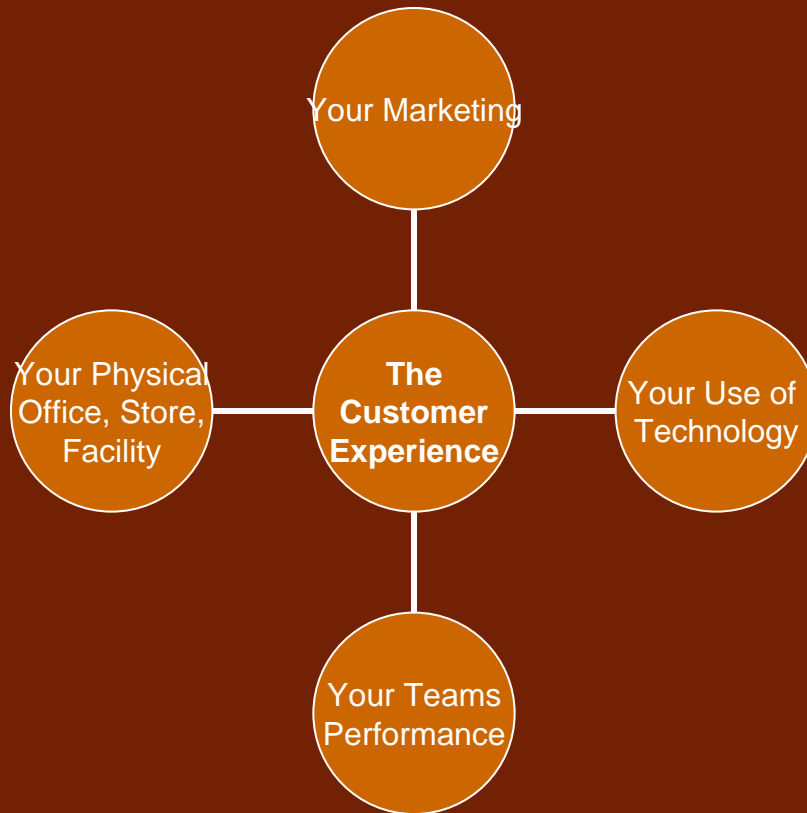
- **Getting the customers attention**
- **Managing the in store experience**
- **Training the Team**
- **‘Return on Investment’**



The Retail Customer Experience is the Key to Success

- Creating Fun
- Helpfulness
- Clear and Educational Information
- Consistency in Messaging
- The Staff's interaction with the Customer

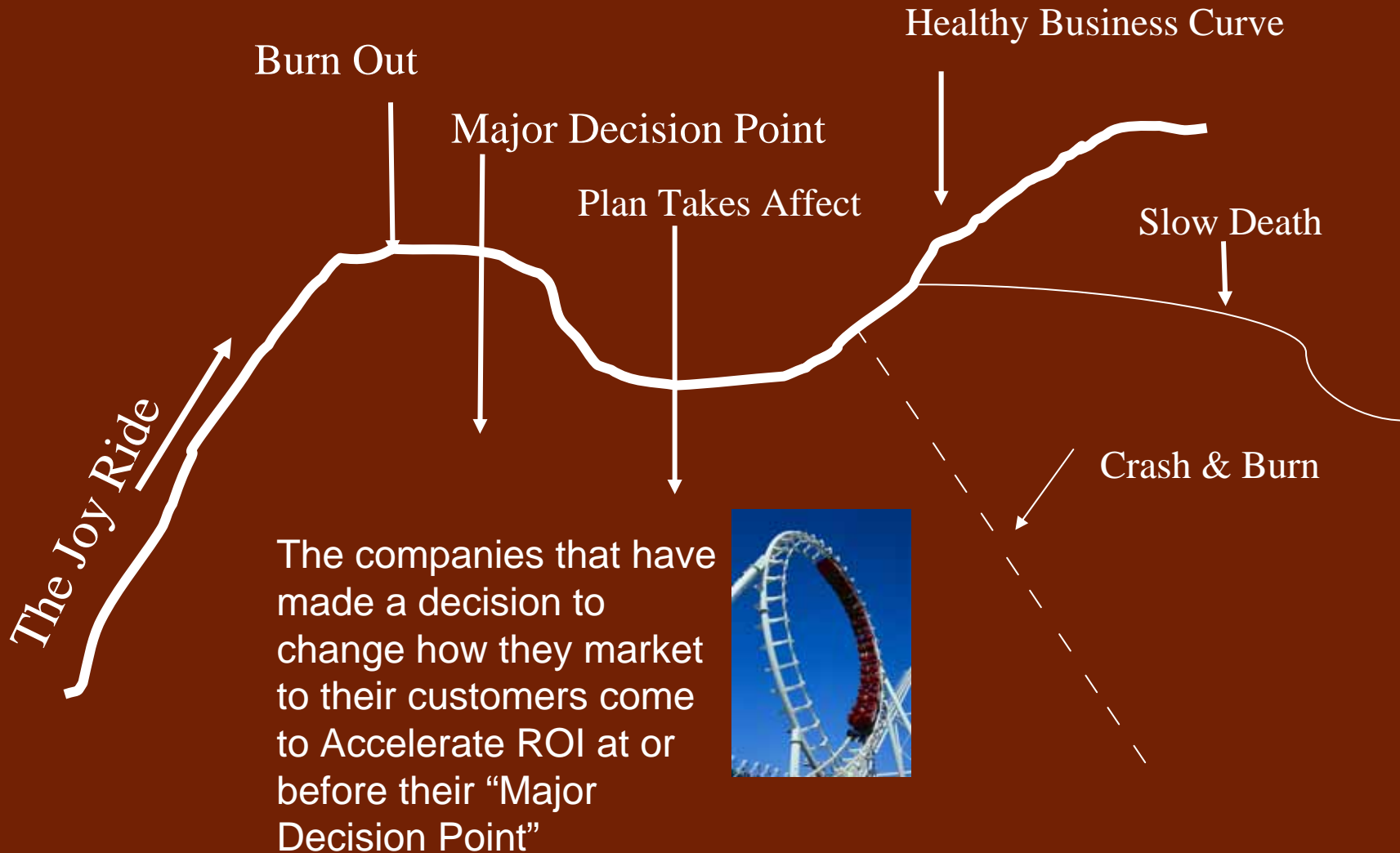
The Target Industries And Their Key Customer Experience Activities



The key targets are those industries who are experiencing growth but also are experiencing changes in technology, staff culture, economics and collaboration.

Those indicators make these industries receptive to a more holistic approach to developing new products, processes and facilities.

Why it works: Focuses on the Customer Experience

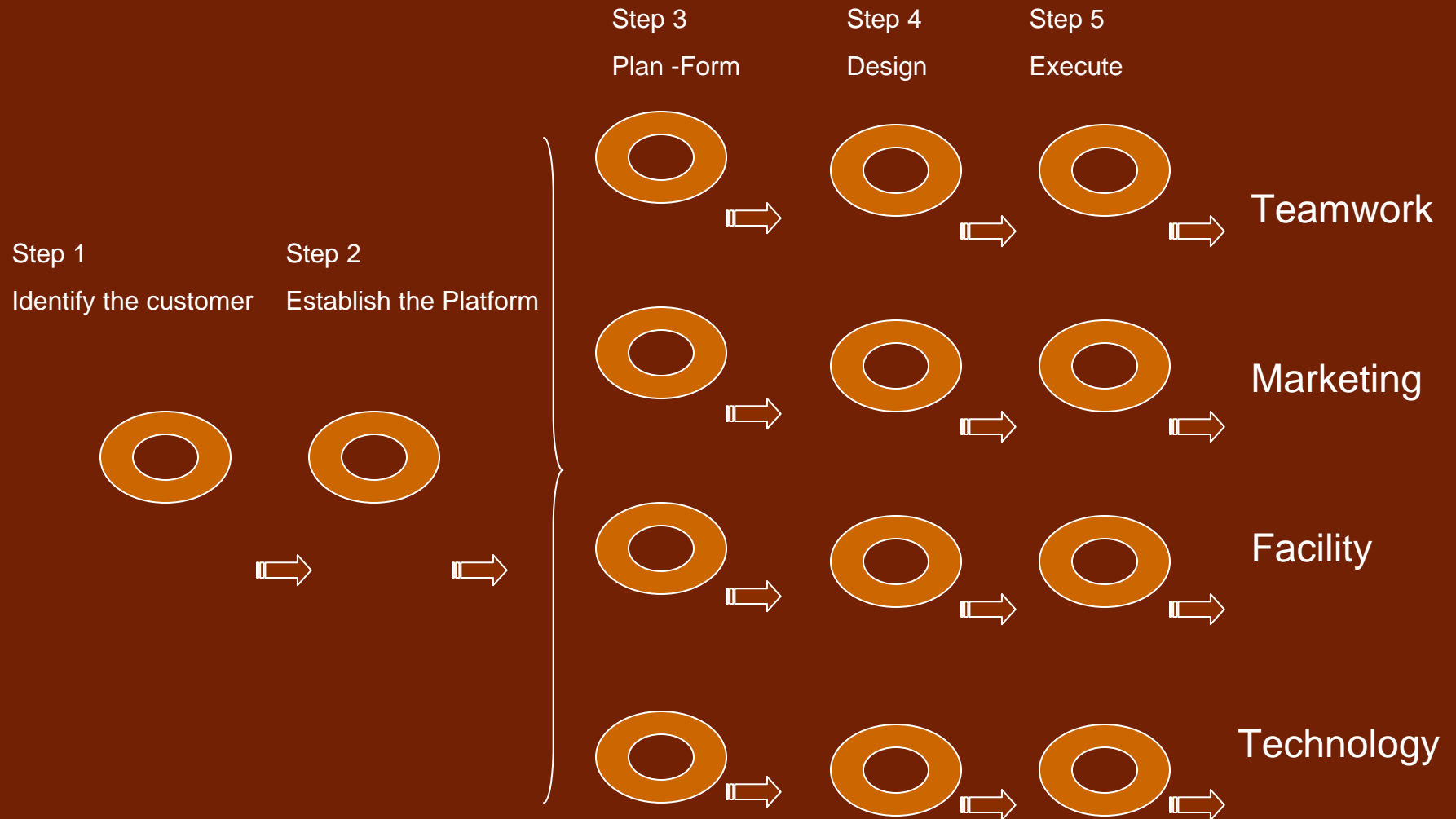


Why it works: Focuses on the Customer Experience

- Looks at multiple organizational activities through the eyes of the customer and the company brand, and connects them and makes them accountable to each other. It is this convergence that creates success.
 - Teamwork/Operations/Performance
 - Marketing
 - Facility/Environment
 - Technology
- Today's owners and managers are looking for leadership on their teams, and on average, groups do not have enough trained leadership "on staff". This program injects leaders and a leadership method training that if appropriately committed to, will create a legacy of leaders within an organization.
 - Through permission and empowerment
 - Through top down changes in communication and methods
 - Through cross department and discipline sharing of knowledge, resources and innovation.



Why it works: Focuses Everyone on the Customer Experience



Why it works: Focuses on the Customer Experience

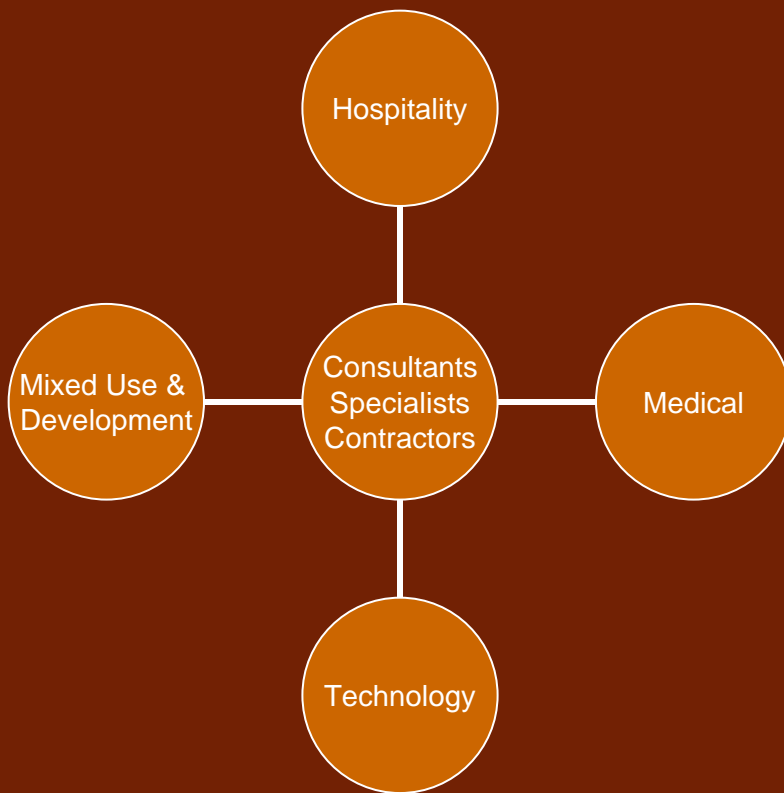
- Resonates with the times, today's culture and needs
 - The Baby Boomer
 - A generation that created the Hippee and Yuppie; in general have altruistic goals and would like to leave their professions in a better place than when they started.
 - Many professionals who are Baby Boomers; are looking for ways to extend their careers and find themselves open to consulting and consultants.
 - Business Needs and Trends
 - Addresses the need for a larger portion of the workforce to be re-tooled and better trained in soft skills, organizational behavior, personal development, planning, celebrating and goal setting.
 - Today's companies are structured to have more empowered staff and fewer and fewer, "worker bees". Everyone in these companies need to participate in:
 - Planning
 - Customer Service
 - Sales
 - Team Motivation and Team Play
 - Product and Performance Innovation

Why it works: Focuses on the Customer Experience

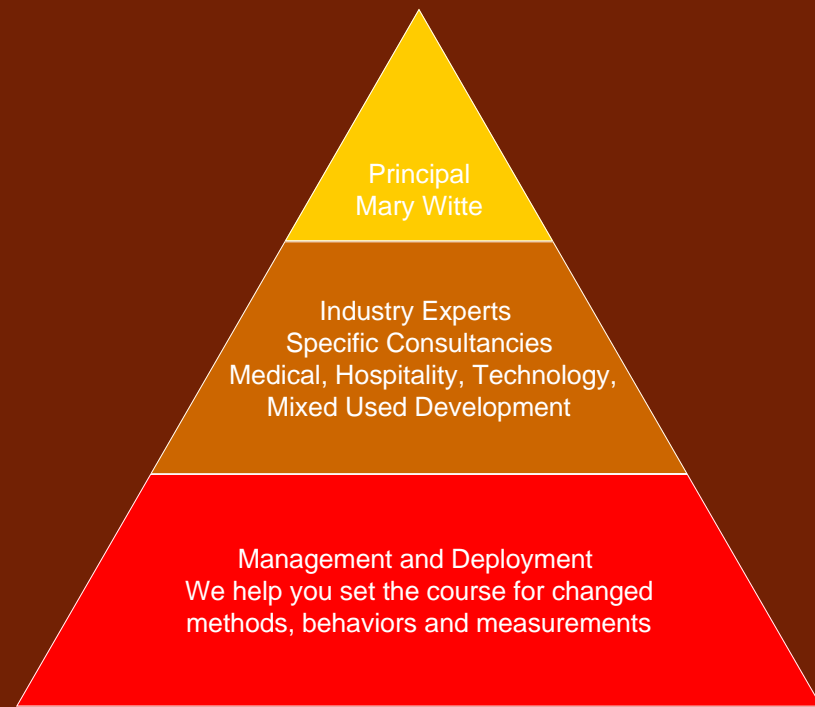
- Resonates with the times, today's culture and needs
 - The Informed and Expectant Customer
 - Technology and media has created a consumer that has increasing expectations for a experiences, products and people that are consistent to a story and ideal.
 - Our customer can have these experiences in an increasing number of times within a day or week; and it is pleasurable.
 - Kinesthetic and Emotional Experiences
 - There is a boldness in the process that once accepted creates unexpected experiences that are pleasurable and participants respond to that pleasure with openness and willingness.
 - Individuals recognize that the program is growing them personally and they are more committed to the program, because it is changing their lives in all the they do; at work and at home.



Who is making it work?



Consulting Structure



Company Roles

What's Next?



Accelerate r.o.i.

Don't wait to start your "customer experience" program.

For more information, contact, Mary Witte at 616-813-6659