

# CUSTOMER EXPERIENCE IS THE FASTEST PATH TO GROWTH



©CBS NEWS FOX



PUT YOUR CUSTOMERS AT THE CENTER OF EVERYTHING YOU DO

Tony captures his audience with storytelling, humor, and instant credibility that comes from years of operational experience. He has led multi-million-dollar operations and inspired thousands of employees to deliver excellence in customer service and hospitality.

Tony's practical experience brings a unique flavor to his speaking, coaching, and workshops. His sessions are relatable for all levels of your organization, from front line associates to executive leadership.

## INVEST IN YOUR TEAM TO DRIVE RESULTS

### KEYNOTE TALKS:

- ✓ These 45 – 60-minute sessions are motivational rocket fuel for your team
- ✓ Each topic is customized for your organization and priorities
- ✓ Sessions are fun, engaging, and will inspire your team to deliver excellence

### WORKSHOPS AND TRAINING

- ✓ Choose from 1 hour, 2 hour, or full day sessions
- ✓ This deeper learning brings the opportunity for more interaction, role playing, and connecting your team's behaviors to your strategic goals
- ✓ Identify opportunities and develop tactics to improve your customer experience with Tony as your guide

### CONSULTING AND STRATEGY

- ✓ Craft a customer experience strategy customized for your business using the proprietary **IGNITE YOUR SERVICE®** system.
- ✓ On demand access to customer experience advice and analysis
- ✓ Develop a deployment plan to implement and sustain your strategy with your front-line associates and teams.

Increase Sales  
**10%**

Raise Employee  
Engagement  
**12%**

Improve Safety  
**25%**

Boost Customer  
Satisfaction  
**11%**

[tony@igniteyourservice.com](mailto:tony@igniteyourservice.com)

**606.356.7447**



# Guest



“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’s programs are a **must have** if you want to compete in today’s marketplace!”

-Chase Toussaint, Chief Experience Officer, Healthcare

"He is they guy you want helping you develop and deliver your customer service strategy - he is a **motivating, energetic and thought-provoking** speaker!"

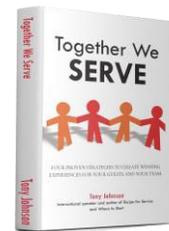
- Danna Vetter, Chief Marketing Officer, Manufacturing

“Tony's message can **benefit every business** - including the competitive and heavily-scrutinized medical profession - and his training reminds us that the patients matter most.” -Angela Pannuti, Medical Professional

“After conducting workshops and training sessions with our management teams and hourly associates a **positive shift in attitude** and atmosphere becomes evident. Tony is one of the best I have encountered.”

-David Leicht, Multi-Unit Restaurant Leader

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



[Customer Service Trainer and Speaker Tony Johnson](#)



[@ServiceRecipe](#)



[/TonyJohnsonCX](#)



[@Recipeforservice](#)

[igniteyourservice.com](http://igniteyourservice.com)

# SIGNATURE PRESENTATIONS

BOOK YOUR IN-PERSON OR VIRTUAL SESSION TODAY

## KEYNOTES + MOTIVATIONAL 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 Tony's 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.

## WORKSHOPS + TRAINING

**IGNITE YOUR LEADERSHIP:** This workshop helps focus leaders on selecting the right team, engaging them for success, and sustaining a service culture. This program focuses on leadership behaviors and building culture.

**IGNITE YOUR SERVICE:** This session will inspire your front-line team to deliver consistently great service through defined behaviors, shared commitments, and a service recovery model. It's high energy and even higher impact.

**PEOPLE DRIVEN PATIENT EXPERIENCE:** Develop a strategy to deliver an engaging and repeatable patient experience model. Your team will learn about empathy, patient touchpoints, and anticipatory service.

**CUSTOMER JOURNEY MAPPING:** Explore the key touchpoints in your brand experience through the lens of your customers and consumers. Participants will map their people, place, product, and process to create effortless experiences and solve customer problems.

**CUSTOMER STRATEGY and VISIONING SESSIONS:** Create or enhance your customer experience strategy and organizational mission in this full day workshop. During the session you will explore your steps of service, service recovery, shared commitments, and voice of the customer. The final stage is to create a plan for deployment, sustainability, and accountability. This session also includes 3 follow up calls at key milestones to drive success.

## WE SUPPORT:

RETAIL | HIGHER EDUCATION | RESTAURANTS | HEALTHCARE | LEISURE | SPORTS | TRAVEL



## Partial Client List

3M  
Aramark  
Dell  
Edmonton Oilers  
Anaheim Convention Center  
Oakland A's

JP Morgan Chase  
Lakeland Aircraft  
San Jose Sharks  
Baylor Scott & White  
Christus Health  
Jefferson Hospital

Boulder Community Health  
Eli Lilly  
Miami University  
University of Virginia  
University of Florida  
Travelers Insurance

Goldman Sachs  
BNY Melon  
Old Dominion University  
Mainline Health  
Aerial Logistics  
Siemens