
Thinking LUXURY
WWW.THINKING-LUXURY.COM

WELCOME TO OUR COMPANY: WITH US, THEY COME BACK

Thinking Luxury, a premium and luxury consultancy firm, was born with the mission of accompanying international brands and businesses to achieve business growth by designing a bespoke Customer Experience and maximizing financial and Employee performance.

Renowned for challenging the status quo, our team drives results through a curated blend of expert-led coaching, strategic brand positioning and revenue enhancements.

At Thinking Luxury, we believe that remarkable experiences extend well beyond excellent service, and these experiences truly create unforgettable memories and nurture Customer Loyalty. Our goal is to help your business in captivating Customers and motivating Employees, fostering a community of passionate advocates that drive business growth.


Elevate Experiences.
Expand Profitability.
Cultivate Loyalty.
Thinking LUXURY.

MEET OUR TEAM

Stanislas Helou

Founder

Head of EQ & Experiences

Miriam Palà

Co-founder

Head of Growth

Stanislas Helou

Founder
Head of EQ & Experiences

Stanislas, the Founder of Thinking Luxury, stands as a prominent figure in the world of luxury. With his multicultural background, fluency in five languages, and extensive industry mastery, he sets himself apart in the field.

His journey in the luxury sector began in renowned luxury hotels across New York, Crete, London, and Barcelona, where he held diverse leadership roles. This rich experience eventually led him to shift his focus to the luxury villa rental industry, working with distinguished companies like Onefinestay, Luxury Retreats, and playing a pivotal role in the creation of Airbnb Luxe.

Beyond his impressive career achievements, Stanislas shares his wealth of knowledge with the next generation as a Lecturer at the Glion Institute of Higher Education, teaching Bachelor and Master students the complexities of the luxury world. Additionally, his expertise is sought-after as he serves as an Advisory Board Member for various companies, including Harvard Business Review.

Stanislas is celebrated for transforming customer interactions into memorable experiences, known for his leadership and deep understanding of Emotional Intelligence. His innovative training empowers professionals in various industries, merging empathy with strategic thinking for enhanced client relations and revenue.

Miriam Palà

Co-founder
Head of Growth

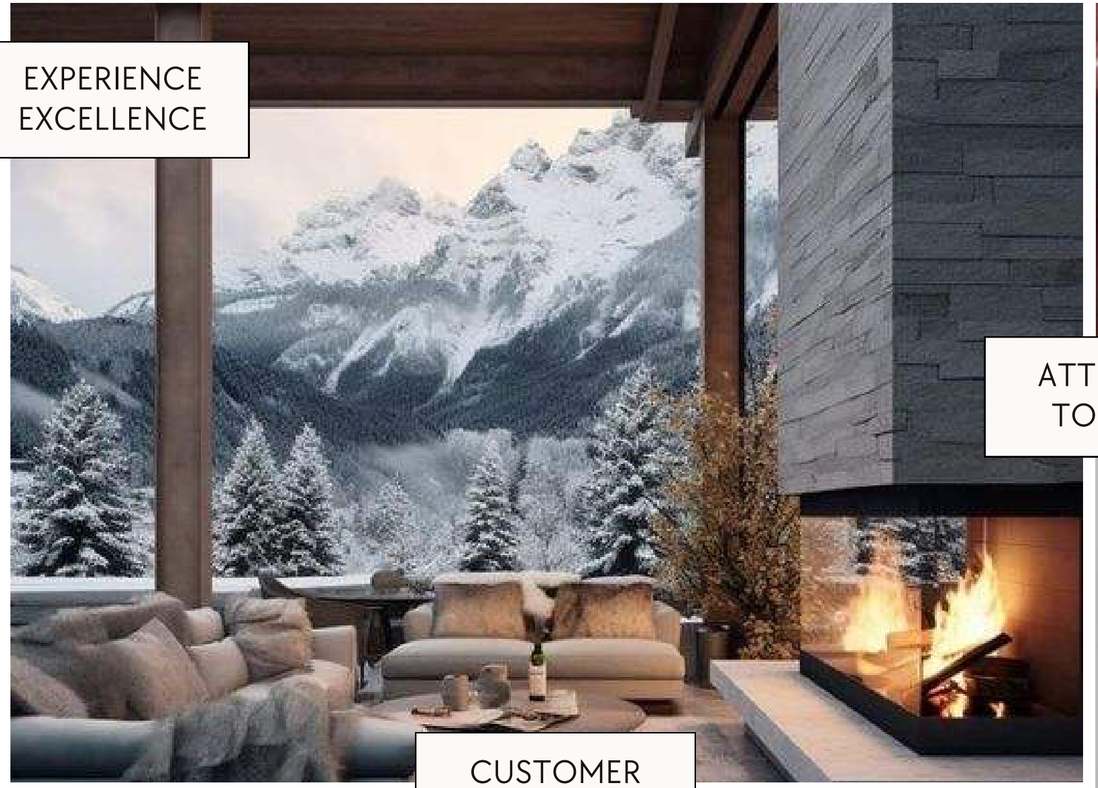
Miriam Palà, Co-founder and Head of Growth at Thinking Luxury, brings extensive knowledge of the luxury world, particularly in the commercial and financial domains. Her career in the luxury sector includes diverse management roles in Sales and Events at prestigious hotels in Barcelona and Dubai.

Her journey is also marked by a strong interest in the financial sector, which led her to spearhead several projects for deVere Group, one of the largest independent international financial advisory firms globally. This experience has honed her expertise in financial management within the luxury industry.

Miriam is known for her customer-centric and excellence-driven approach, focusing on delivering unparalleled Customer Experience and achieving outstanding financial results. Her leadership style emphasizes strategic thinking and operational excellence, which consistently drives growth and client satisfaction.

Additionally, Miriam serves as a Strategic Advisor for various companies, guiding them in enhancing their strategic direction and maximizing profitability through deep insights into Customer Experience (CX) and User Experience (UX). She also serves as a jury member at the LIV Awards, recognizing excellence in hospitality, lifestyle, and leisure design globally.

WHAT WE STAND FOR

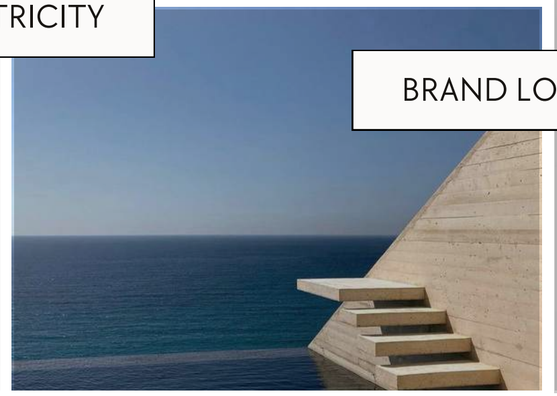


EXPERIENCE EXCELLENCE

ATTENTION TO DETAIL

CUSTOMER CENTRICITY

HOLISTIC APPROACH



BRAND LOYALTY

WHY WORK WITH US?

Boost Revenues

Increase your retention rates (Customer Lifetime Value)

Boost your cross-selling potential with engaged customers eager to discover more of your offerings.

Increase your referral rates creating additional revenue streams from existing clients.

Reduce Operating Expenses

Customers get familiar with your brand, requiring less guidance than a new client.

Fewer complaints leads to less workload on your operating infrastructure.

Reduce your Customer acquisition costs (advertising, Marketing, SEO...).

OUR SERVICES

- MYSTERY SHOPPER
- BRAND POSITIONING
- BRAND RECOGNITION
- CUSTOMER JOURNEY MAPPING
- RESOURCE OPTIMIZATION
- EMPLOYEE EXPERIENCE
- CUSTOMER FEEDBACK
- CUSTOMER RELATIONSHIP BUILDING
- PARTNERSHIPS AND COLLABORATIONS
- WORKSHOPS & KEYNOTE SPEECHES
- PROJECT MANAGEMENT
- BRAND CONNECTORS

OUR SERVICES

Mystery Shopper

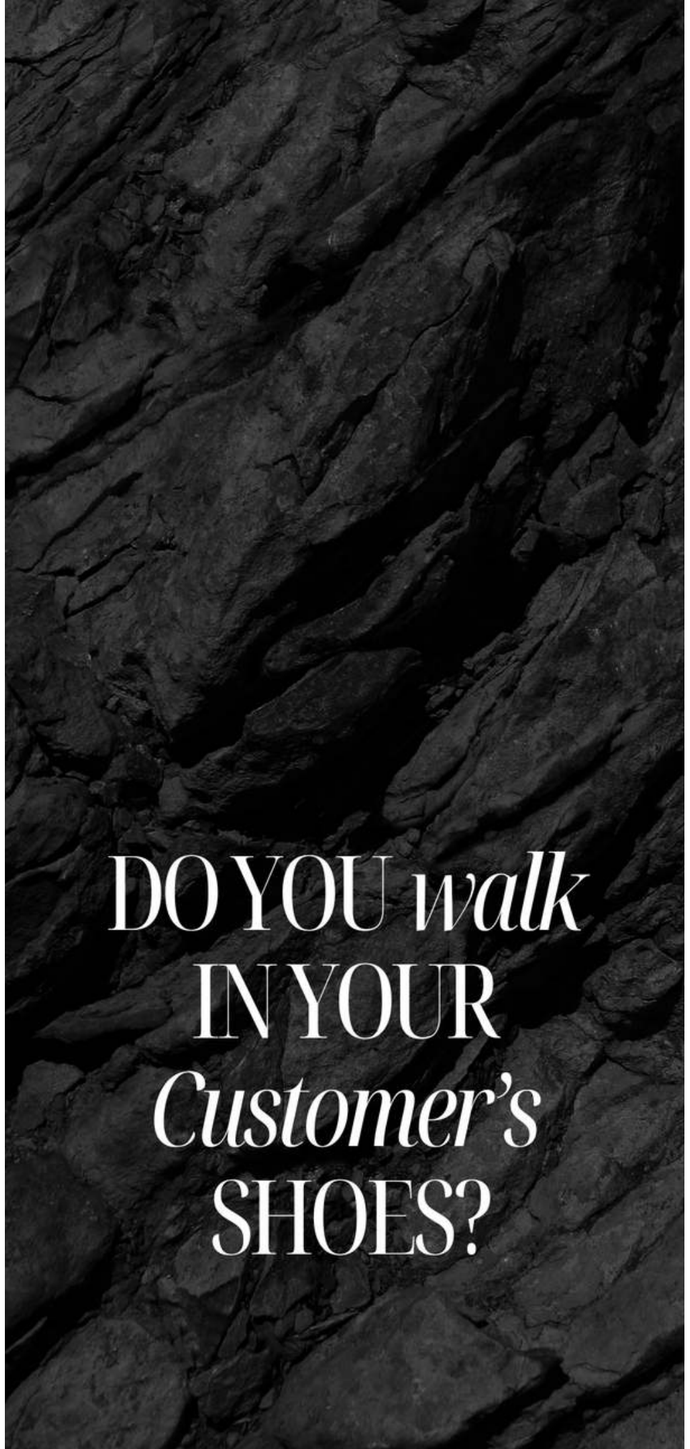
Dissect your current end-to-end Customer Experience through undercover evaluations, diagnosing its strengths and weaknesses and providing detailed feedback.

Brand Positioning

Define a clear Value Proposition and what's truly distinctive about your products and/or services (Unique Selling Points) to distinguish the brand in the market.

Brand Recognition

Increase market reach and awareness, making the brand more familiar and appealing to your target audience.



OUR SERVICES

Customer Experience Design / Customer Journey Mapping

Great Customer Experiences don't happen by accident,
they are meticulously designed.

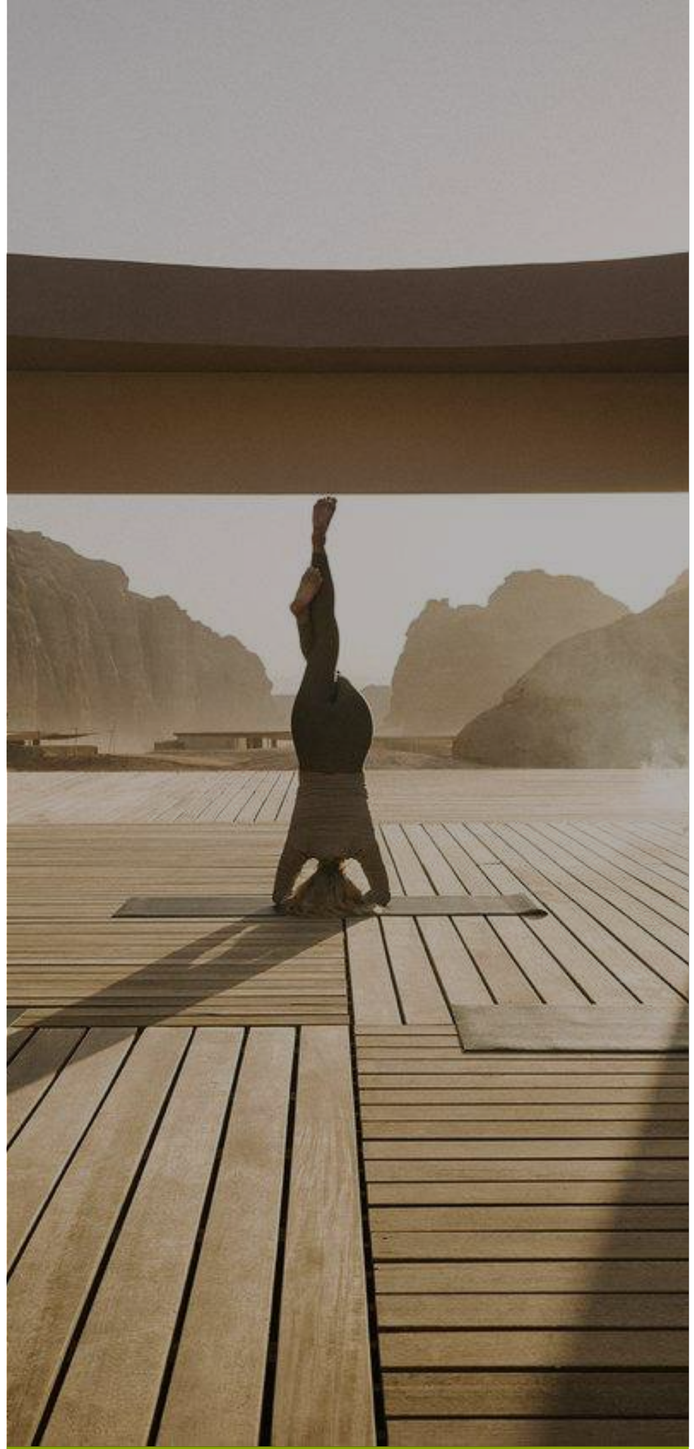
- Enhance every touchpoint of the Customer's interaction with your business.
- Maximize the overall value (Customer Lifetime Value) derived from a Customer over their entire relationship with your business.
- Plan regular reviews of quality standards and service values to ensure consistently high service levels.

OUR SERVICES

Resource Optimization

In a world rife with complexity, less is more, and simple and elegant Customer Experiences stand out from the crowd. Let’s create seamless journey, seamless joy.

- Streamlining processes and improving resource allocation to reduce costs and boost revenue.
- Exploring techniques and opportunities to increase sales by suggesting complementary products or improving attention to detail (Upselling and Cross-Selling).
- Omni-channel Client Experience. From online touchpoints to in-person encounters, providing a seamless and positive client experience across all channels makes transitions feel effortless, ensuring that each step enhances, not hinders, the Customer's Experience.



OUR SERVICES

Employee Experience

We assist you in building a culture that empowers happy and satisfied employees. Our Employee-centric methodology equips and engages your most valuable asset to transform your interactions into a one-of-a-kind Customer Experience.

- Employee Experience evaluation
- Employee Experience design
- Employee feedback
- Incentive program development
- Job candidate experience improvement

OUR SERVICES

Customer Feedback

Feedback fuels progress. Embrace Customer feedback as a compass for improvement. Listen, learn, and adapt to continuously enhance your offerings.

Customer Relationship Building

Achieve long-term connections with Customers through unique and personalized experiences. Enhancing Customer engagement can be achieved by collecting data and implementing loyalty programs, which help to cultivate continuous and prospective relationships with clients.

Partnerships and Collaborations

Form alliances with other businesses to leverage synergies, expand offerings, and enhance overall Customer value.

OUR SERVICES

Workshops & Keynote Speeches

Understanding your customers' needs goes beyond transactions. It's about stepping into their shoes and anticipating desires. Empathy builds bridges that last.

- Keynote speeches
- CX Workshops & Immersion Programs
- Executives Service Training & Education

OUR SERVICES

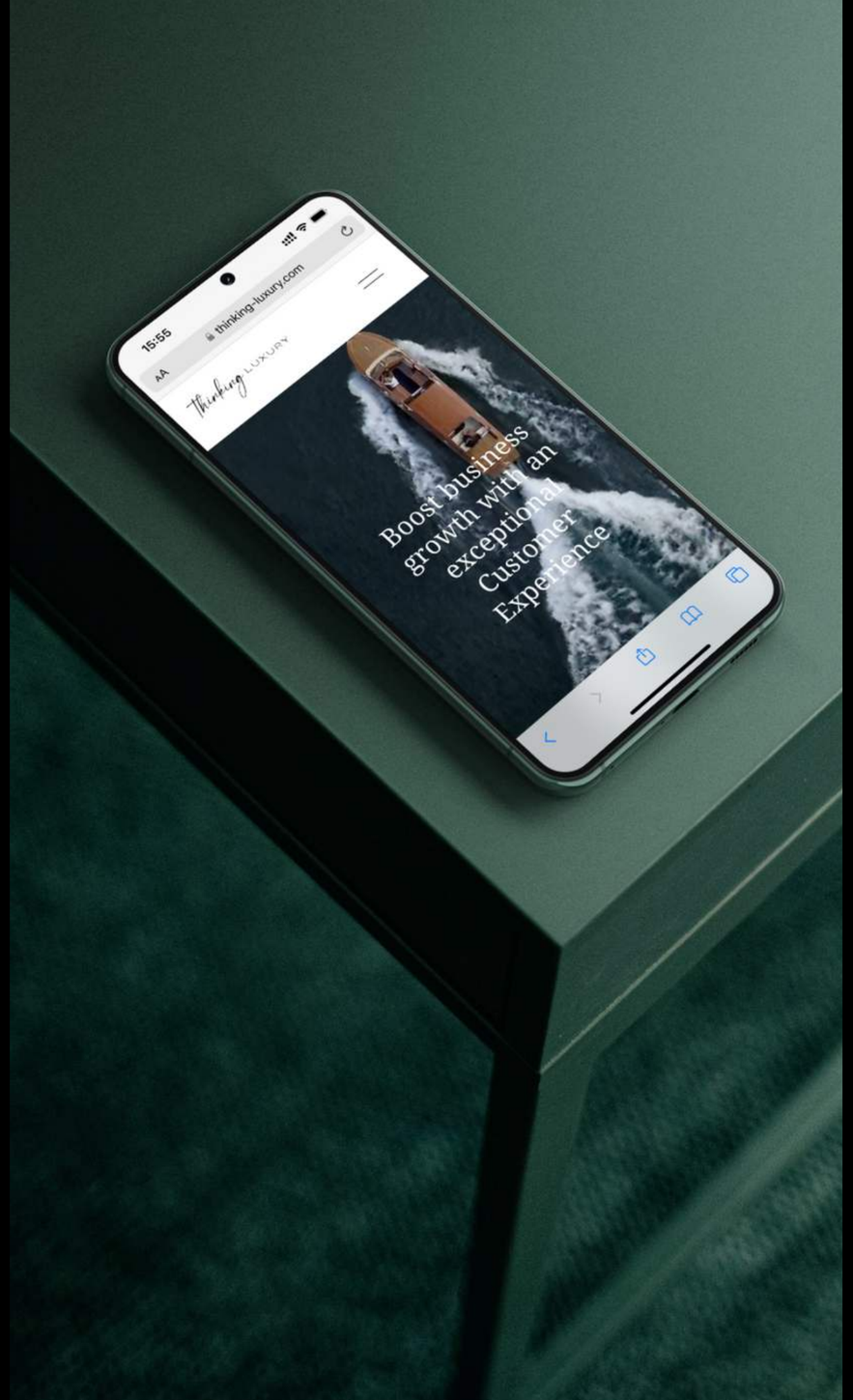
Project Management

Start-to-finish Project Design, Budgeting, Resource Allocation and Operational Management.

Business Connectors

Our extensive connections across social, cultural, professional, and economic domains empower us to excel in nurturing important relationships within our networks that are mutually valuable and beneficial.

CONTACT US



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