

Thinking LUXURY

WWW.THINKING-LUXURY.COM



WITH US, THEY COME BACK

Thinking Luxury is a Premium Advisory & Training Firm built for brands and businesses that refuse to be ordinary.

We work with international companies to design exceptional Customer Experiences, build lasting Customer Loyalty, and drive sustainable Revenue Growth. Our approach is hands-on, tailored, and results-driven, whether through advisory work, structured training, or full consulting engagements.

At Thinking Luxury, we believe that remarkable Experiences are never accidental. They are deliberately crafted, consistently delivered, and deeply felt. When your customers feel truly valued, they don't just come back. They bring others with them.





Elevate Experiences.
Expand Profitability.
Cultivate Loyalty.

Thinking LUXURY.

Stanislas Helou

Founder & Managing Partner

Stanislas is the Founder and Managing Partner of Thinking Luxury and one of the most recognized voices in Luxury Customer Experience. With a multicultural background, fluency in five languages, and over two decades of hands-on industry experience, he brings a rare combination of global perspective and practical expertise.

His career in luxury began in iconic hotels across New York, Crete, London, and Barcelona. He then moved into the luxury villa rental space, working with industry leaders such as Onefinestay and Luxury Retreats, and playing a key role in the creation of Airbnb Luxe.

Stanislas is also a Lecturer at the Glion Institute of Higher Education, teaching Bachelor and Master students the intricacies of the luxury world. He serves as an Advisory Board Member for several companies, including Harvard Business Review, and is a proud member of the Forbes Business Council.

Known for his deep understanding of Emotional Intelligence and Human Behavior, Stanislas has trained and advised professionals across hospitality, retail, real estate, and financial services, helping teams turn every client interaction into a memorable Experience that drives Loyalty and Revenue.



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 customers.

Reduce Operating Expenses

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

Fewer complaints leads to less
workload.

Reduce your Customer
Acquisition Costs.



ENGAGEMENT FORMATS

CONSULTING

ADVISORY

TRAINING & EDUCATION

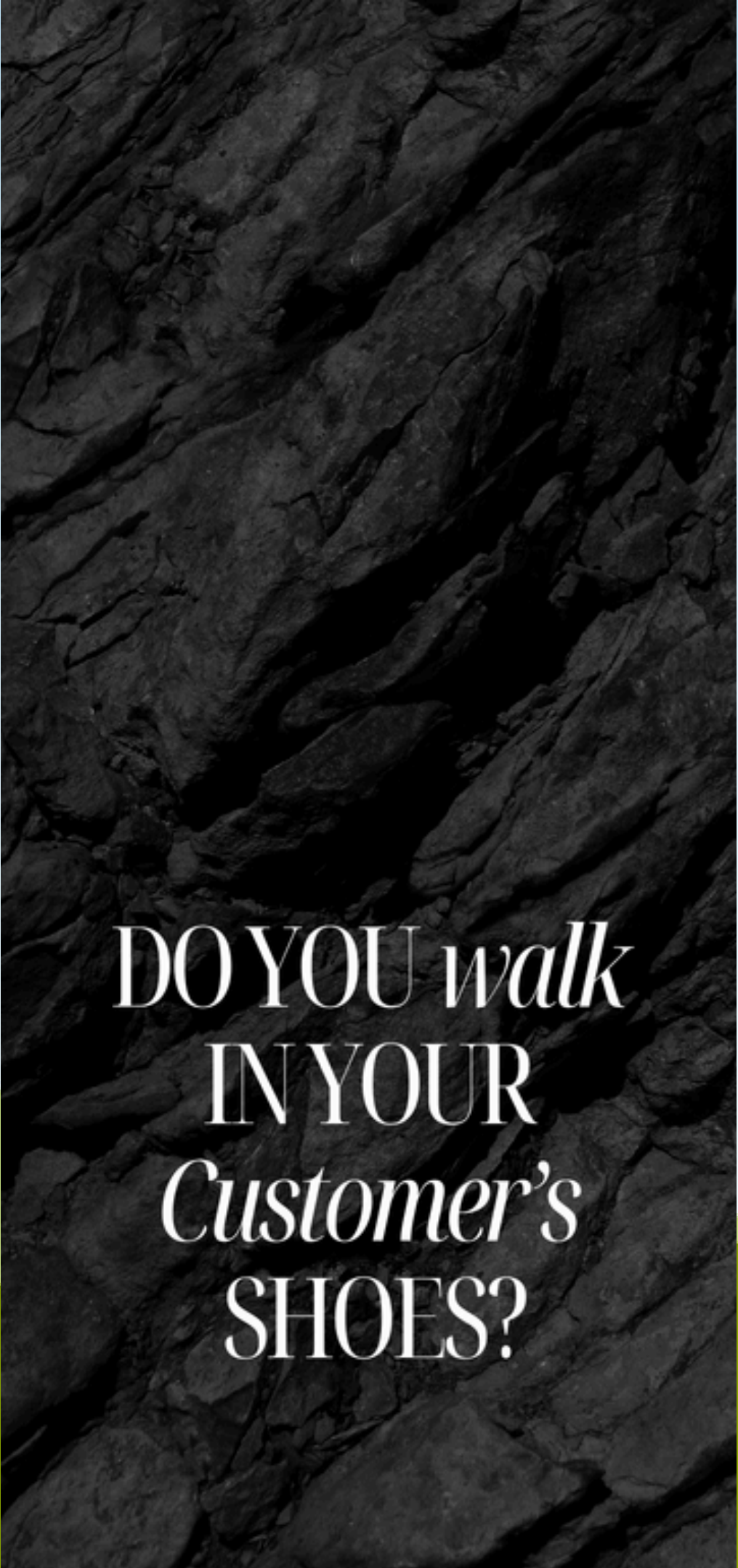
FRACTIONAL CXO



CUSTOMER EXPERIENCE

Great Experiences don't happen by accident. They are meticulously designed, carefully measured, and continuously refined. We take a Total Experience approach, aligning your Customer, Employee, and User Experience into one unified and consistent vision.

- Customer Journey Mapping & Experience Design.
- Mystery Shopper & Undercover Evaluations.
- Omni-Channel Experience Audit (online and in-person).
- Employee Experience because happy teams create happy customers.
- Customer Feedback Systems and Quality Review Processes.

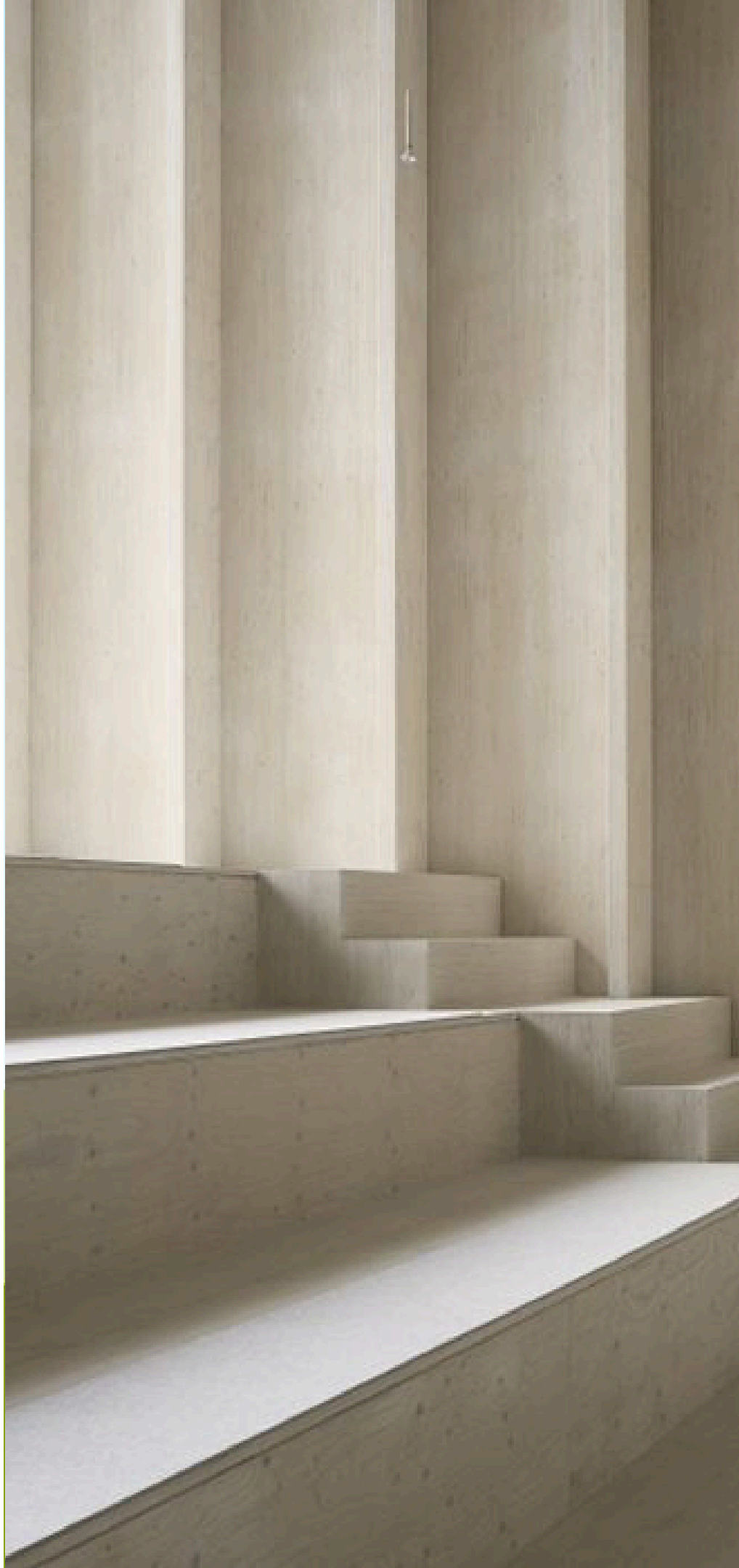


DO YOU *walk*
IN YOUR
Customer's
SHOES?

CUSTOMER LOYALTY

Loyalty is not a program. It is the result of every interaction your customer has ever had with your brand.

- Customer Relationship Building & Personalization Strategies.
- Loyalty Program Design & Implementation.
- Brand Positioning & Unique Value Proposition Definition.
- Partnerships & Collaborations to expand your offering.
- Brand Recognition to grow your reach with the right audience.



REVENUE GROWTH

When Experience and Loyalty are in place, Revenue Growth follows.
We help you capture it.

- Upselling and Cross-Selling Techniques.
- Resource Optimization & Process Streamlining.
- Reduction of Customer Acquisition Costs.
- Maximizing Customer Lifetime Value at every Touchpoint.



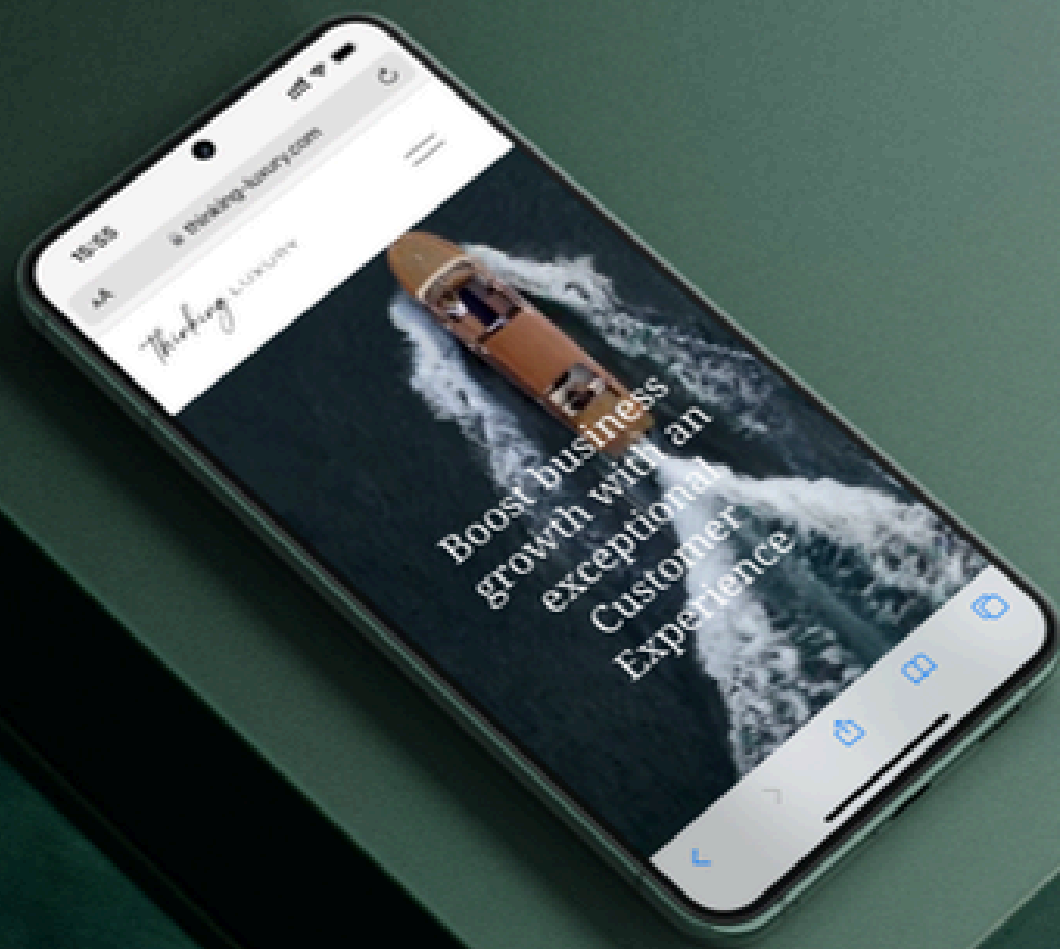


TRAIN THE TRAINERS

Your people are your brand. We equip your internal teams and managers with the tools, language, and mindset to deliver exceptional experiences, consistently and autonomously.

- Executive and Leadership Service Training.
- CX Workshops & Immersion Programs.
- Keynote Speeches for Conferences & Internal Events.
- Train the Trainers Programs so Excellence becomes part of your culture.

CONTACT US



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