

Customer Journey Insights



Interview with

Fabian Platt



Your
Journey. My
Commitment.

Fabian Platt

Owner & Consultant

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Can you introduce yourself and describe your role?

I'm Fabian Platt, a passionate Customer Journey Consultant!

With over 20 years of experience across Retail, Automotive, Hospitality, and Tourism, I support companies as a project manager and customer journey consultant in designing exceptional customer and guest experiences.

Career Highlights

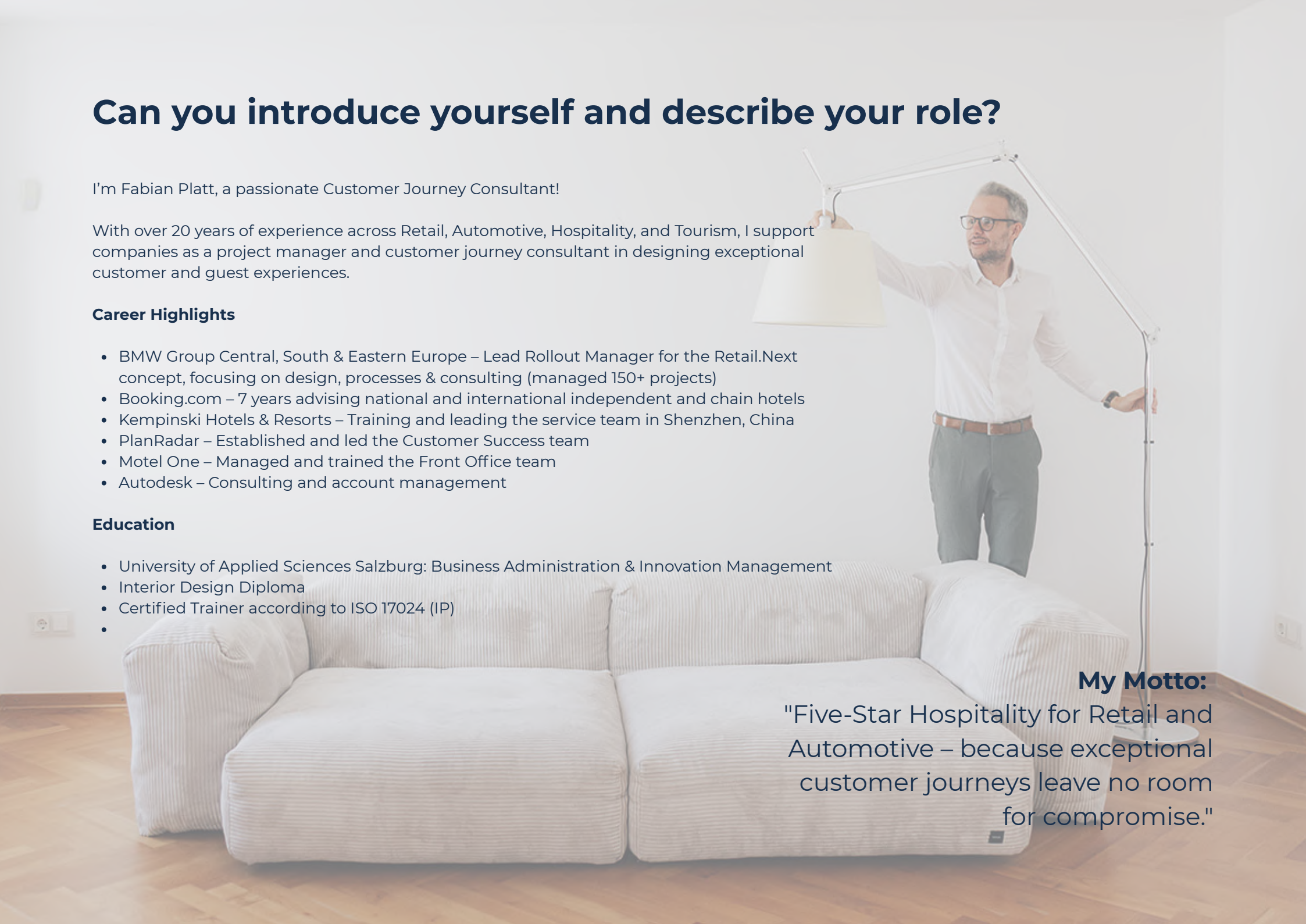
- BMW Group Central, South & Eastern Europe – Lead Rollout Manager for the Retail.Next concept, focusing on design, processes & consulting (managed 150+ projects)
- Booking.com – 7 years advising national and international independent and chain hotels
- Kempinski Hotels & Resorts – Training and leading the service team in Shenzhen, China
- PlanRadar – Established and led the Customer Success team
- Motel One – Managed and trained the Front Office team
- Autodesk – Consulting and account management

Education

- University of Applied Sciences Salzburg: Business Administration & Innovation Management
- Interior Design Diploma
- Certified Trainer according to ISO 17024 (IP)
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My Motto:

"Five-Star Hospitality for Retail and Automotive – because exceptional customer journeys leave no room for compromise."

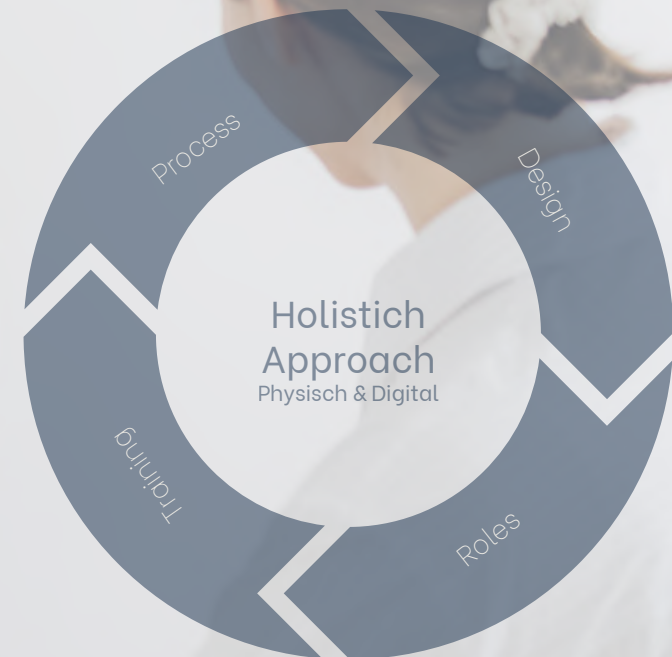


Can you describe the services provided by FP Customer Journey Consulting?

I support companies holistically as a project manager and consultant through change processes – from goal setting to implementation and sustainable anchoring. In doing so, I coordinate internal and external stakeholders, such as architects and project managers, across departments to break down silos and foster effective collaboration.

My focus is on project management, process, and design transformation – always with the aim of creating efficient workflows and enabling unique customer experiences throughout the entire customer journey.

Through tailored training programs, I engage employees early, promote acceptance, and reduce uncertainties. The core objective is to empower your teams to deliver 5-star customer experiences that delight and have a lasting impact. Regular audits and quality checks ensure consistent implementation and the ongoing development of defined standards.



Can you explain what is meant by holistic support?



I have made it my mission to share my expertise to help companies, as a project manager and consultant, create outstanding customer experiences – with the ambition to set global benchmarks. At the heart of everything are people: **your guests and customers.**

By developing tailored customer journeys, we create emotional touchpoints that delight, leave a lasting impression, and sustainably increase customer satisfaction.

My focus areas:

- Holistic design experiences across the entire customer journey
- Training concepts that truly make an impact
- Quality checks to ensure sustainable excellence

Can you walk me through a typical project flow?

Every project is fundamentally different – the prerequisites and current situation vary with each client. Nevertheless, there are four core phases: process development, design concept, role definition, and training, followed by ongoing post-project support.

Depending on the project, all phases may be included or only selected sections.

For me, holistic project support also means actively involving the employees affected and keeping them fully informed. This approach fosters readiness for change and ensures sustainable project success.

Process

Once the goals have been defined together, the processes are thoroughly examined. Do the current processes align with the target vision? Where should changes be made? How can employees be involved from the very beginning to actively support the transformation? Which training and consulting measures need to be developed to prepare your team optimally for the change?

Design

In most cases, a transformation affects not only processes and roles but also design. How do guests or customers experience the atmosphere? Is everything consistent and harmonious? Do they feel comfortable? Do they want to return? Do they share their experience with others?

Roles

Next, it is analyzed whether the right employees are in place for the project. Where might responsibilities need to be adjusted? Which employees are ready to take on new tasks and challenges?
Together, all scenarios are discussed, needs are analyzed, and training materials are developed.

Training

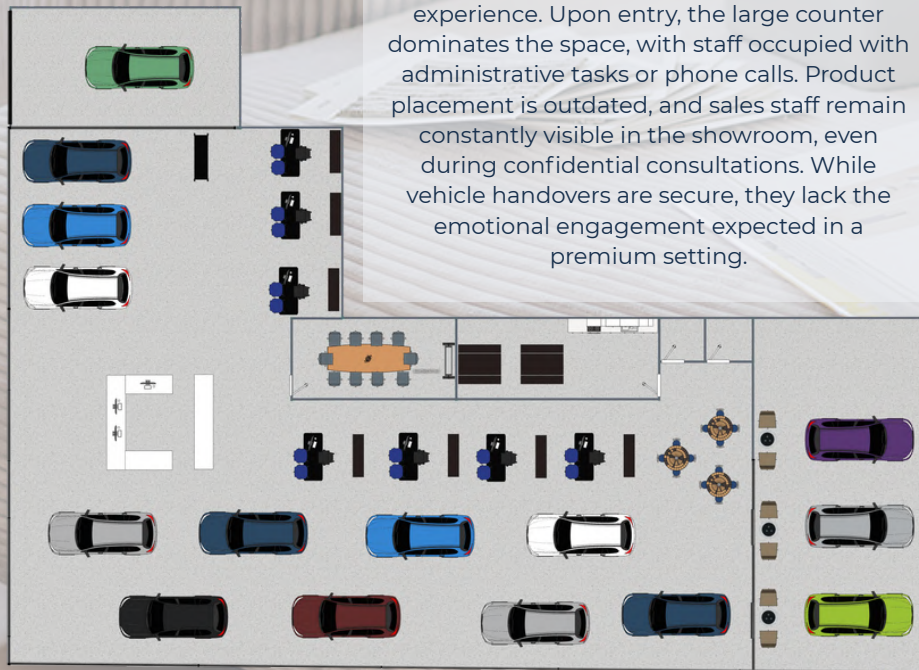
Veränderung kann verunsichern – oder begeistern. Ich entwickle und gestalte praxisnahe Trainings, die Ihre Mitarbeitenden von Anfang an mitnehmen. Mit maßgeschneiderten Formaten, Infoevents und Workshops schaffen wir gemeinsam Vertrauen, Motivation und Beteiligung. Auch nach der Transformation begleite ich Ihr Team dabei, neue Prozesse sicher und engagiert im Alltag umzusetzen – für Veränderung, die wirkt und bleibt.

After successful implementation, there is the opportunity for long-term quality assurance through regular audits and mystery checks.

Most projects start with an existing showroom or a new construction initiative. Once the new processes have been defined with a future-oriented approach, the design phase follows – in close coordination with the local architect.

Pre-Transformation

The current showroom no longer aligns with modern brand standards: discerning customers expect a seamless premium experience. Upon entry, the large counter dominates the space, with staff occupied with administrative tasks or phone calls. Product placement is outdated, and sales staff remain constantly visible in the showroom, even during confidential consultations. While vehicle handovers are secure, they lack the emotional engagement expected in a premium setting.



Post-Transformation

The showroom layout has been completely redesigned, placing the premium customer experience at the center: from the initial welcome and product presentation to exclusive consultation lounges and an emotional, high-quality vehicle handover. Upon entry, guests are greeted personally in the open hospitality zone; sales staff work securely from the back office, while the showroom offers premium consultation areas.



Bei den oben gezeigten Grafiken handelt es sich um von mir erstellte, fiktive Nachbildungen eines Schauraums – nicht um einen tatsächlich bestehenden. Die Abbildungen dienen der grafischen Veranschaulichung einer Transformation.

What happens during the refurbishment?

If desired, I am also involved in the operational phase of the renovation. This includes coordinating with architects, contractors, and employees. The advantage: I maintain a holistic view of the project and can continuously update both management and staff on the optimized processes.

A key part of my role is selecting furniture based on the new showroom concept. Upon request, I also coordinate the furniture ordering and delivery.

If the client wishes, I am regularly on-site and participate in construction meetings.

How do you engage staff throughout the transformation process?

During the previous phases, the target vision was clearly defined, the renovation is in full swing, and employees are looking at the outcome with curiosity – and sometimes a bit of skepticism.

During this phase, I develop a tailored training concept that helps employees integrate the changes into their daily work and deliver premium customer experiences.

The training can be conducted on-site by me in multiple sessions at the end of the renovation. Alternatively, I can empower your team leaders to deliver the training independently, based on the developed concept.

Always guided by the motto

"Five-Star Hospitality for Retail and Automotive – because exceptional customer journeys leave no room for compromise."



How do you ensure premium quality even after the transformation?

After successful implementation, there is the opportunity for long-term quality assurance through regular audits and mystery checks.

I am happy to develop a concept tailored specifically to your company for this purpose.

Regular Quality Checks for Showrooms & Retail Stores

Using state-of-the-art digital tools, I make quality measurable, comparable, and scalable – ensuring retail spaces consistently meet the highest standards.

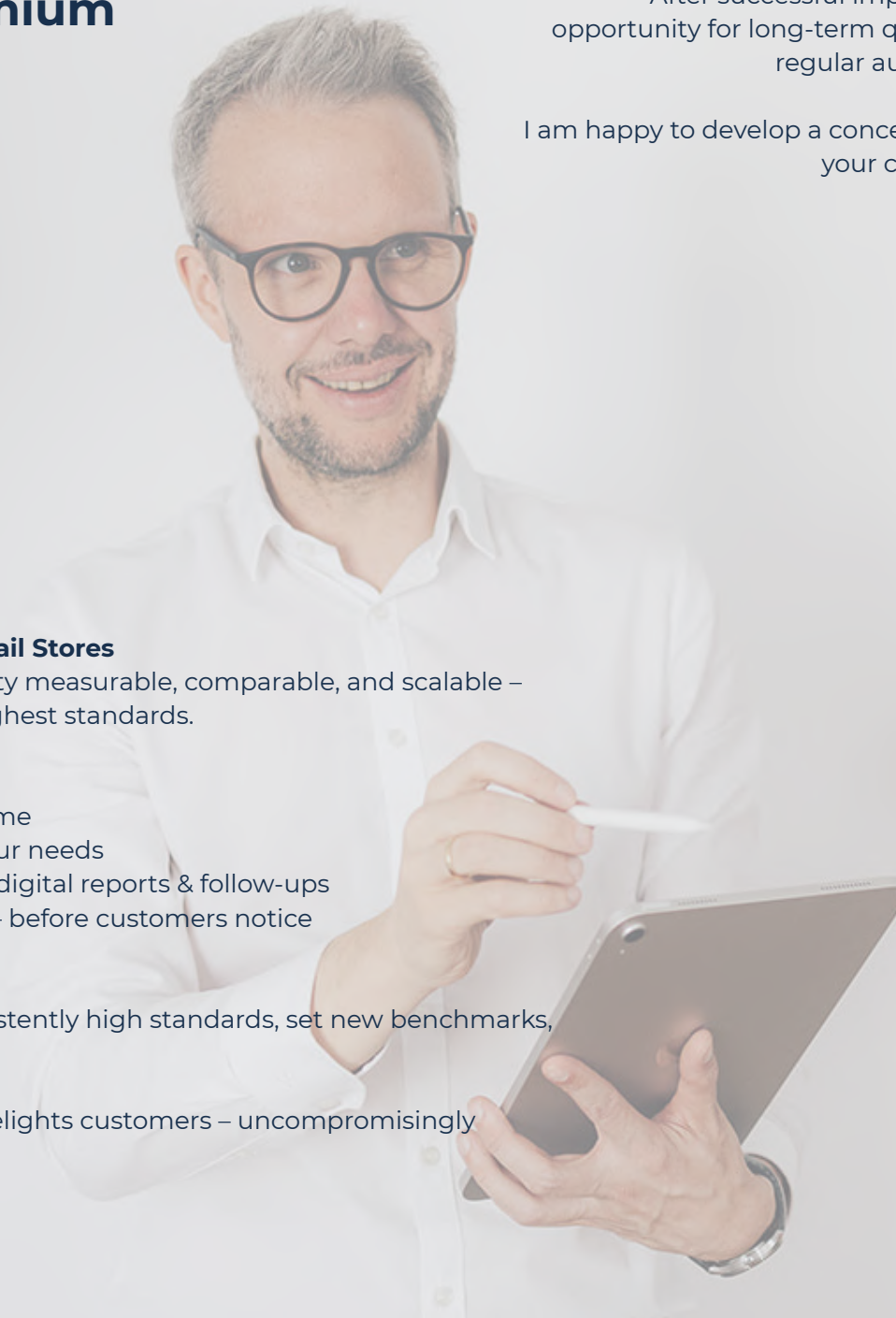
Your Benefits:

- Full transparency across all stores – in real time
- Comparable quality standards tailored to your needs
- Efficient multi-store management through digital reports & follow-ups
- Early identification and resolution of issues – before customers notice

Consistent & Structured

By scheduling regular checks, you ensure consistently high standards, set new benchmarks, and address potential issues proactively.

Your showroom becomes an experience that delights customers – uncompromisingly premium.



Can you explain the specifics of the follow-up support?

The Process – Quality Step by Step

Standards as a Basis

Whether based on your existing standards or newly defined quality guidelines, I conduct audits on-site in your stores or showrooms.

Attention to Detail

With my experience in luxury hospitality, premium retail, design, and visual merchandising, I guarantee a keen eye for detail that makes the difference.

Digital & Transparent

Every step is documented using modern tools and visible to you in real time.

- Improvement opportunities & deficiencies are recorded directly in the system
- Responsible store managers receive tasks automatically
- Status updates & photos of target outcomes ensure full traceability

Full Control

As the main person responsible, you have access to all data, progress, and reports at any time – ideal as a basis for follow-up meetings (customized to your individual needs).

Geographically Anchored

If desired, documentation can be done directly on the store layout, making every piece of feedback geographically pinpointed.

Flexible & Individual

All processes are tailored to your specific requirements – scalable, efficient, and premium.

Ihre spezifischen Anforderungen angepasst – skalierbar, effizient und premium.



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