



Where Are You **Now**?

How Are **You** Doing?

Where **Are** You Going?

How Do You Get **There**?



Where Are You Now?

Culture Vision Transformation

A business wide effort focused on three core principles: obsess about customer needs and expectations; reinforce brand promise in every interaction; and treat customer experience as a core competence. Brand commitment to a multi-year journey to nurture and build a shared customer centric vision, putting into place, a process to build a business environment that enables value added service and profitable growth.

Industry

Real Estate Development

Client

General Growth Properties, Inc., Super Regional Shopping Centers

Objective

- Improve Retail Tenant Corporate & Store Management Relations
- Achieve 85% Customer Satisfaction Rating of Retail Tenants
- Grow Retail Tenant Sales by 20% In Two Years

Situation

- \$2.0 Billion Tenant Retail Sales Revenue
- 72% Retail Tenant Satisfaction Rating
- 20% Retail Tenant Participation In Advertising & Marketing Programs
- 50% Customer Satisfaction Rating of Shopping Center Retail Tenants
- 40% Market share of Shopping Center Sales In Retail Trade Area

Discovery

- Trade Area Demographic, Retail Sales & Customer Purchase Behavior
- Retail Tenant Satisfaction & Customer Satisfaction Intercept Studies

Strategy

- Incorporate Retail Vision Statement in Real Estate Developer Vision
- Develop Retail Tenant Partnership Marketing Programs
- Create Retail Tenant Management Customer Satisfaction Training
- Acquire Retail Tenant Retail & Restaurant Consulting Support
- Hone Strategic Advertising, Marketing & Shopper Promotion Campaigns

Results

- 25% Growth In Retail Tenant Sales Revenue Growth To \$2.5 Billion
- 20% Improvement in Retail Tenant Satisfaction Rating To 90%
- 33% Increase In Customer Satisfaction Rating of Retail Tenants To 96%
- 86% Retail Tenant Participation In Advertising & Marketing Programs



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How Are You Doing?

Customer Focused Solutions

Capturing customer experiences and insights to build value, satisfaction, loyalty and profitable growth. We will bring customer focused solutions to a business that aligns brand promise, operational execution and customer expectations into every interaction. Ultimately, differentiating the brand by integrating customer experience as a core competence.

Industry

Restaurant

Client

Host Marriott Services Corporation

Objective

- Triple \$100M Food & Beverage Concession Sales Revenue in Two Years
- Retain Exclusive Food & Beverage Concession Contract

Situation

- \$100M Loss In Food & Beverage Sales Revenue
- 45% Customer Satisfaction Rating
- 30% Intent-to-Return Rating
- 53% Food & Beverage Operations & Quality Assurance Score

Discovery

- Consumer Satisfaction Intercept Study
- Operations and Quality Assurance Audits
- Menu Mix Analysis
- Enplanement, Transaction Analysis
- Customer Segmentation Analysis

Strategy

- Create Branded Concept Strategy
- Improve Food & Beverage Quality With Brand Quality Standards
- Develop Travel Chain of Targeted Enplaned Passengers
- Create Brand Image Advertising & Brochure

Results

- 500% Increase In Food & Beverage Sales To \$500M In Two Years
- Triple Enplanement Passenger Capture Rate & Transaction Counts
- Doubling Customer Satisfaction Rating from 45% to 95% In Two Years
- Sign 10-Year Exclusive Food & Beverage Concessions Contract Extension



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Where Are You Going?

Profit Growth Strategies

Build strategies on sound premise that speaks to a brands uniqueness that is of benefit to existing and future targeted consumer markets. Differentiation adds customer value and profitable revenue, allowing you to outpace your competition with a unique selling proposition.

Industry

Professional Services

Client

Advertising Agency

Objective

- New Business Development Model & Strategy
- Gain Agency Credibility In Targeted Industry Niche Markets

Situation

- Flat Revenue Growth of Existing Consumer Packaged Goods Client Base
- Consumer Packaged Goods Client Marketing Budgets Are Declining
- Competition Servicing Consumer Packaged Goods Clients Have Doubled

Discovery

- Market Research of Growth Industries & Market Trends
- Advertising Agency Competitive Analysis of Targeted Industry
- Conceive Business Development Model to Service Targeted Industry
- Develop Pricing & Profitability Strategy for Target Industry Services

Strategy

- Develop Profitable Service Mix For Targeted Industry
- Discern New Business Model For Exclusive Retainer Service Contracts
- Segment Targeted Industry Into Geographic and Niche Markets
- Integrate Sales CRM, Marketing, Website, Assessment and White Papers
- Execute Expert Article Publicity Campaign
- Acquire CRM Technology & Develop Lead Generation Sales Process
- Create Direct Marketing Campaign For Targeted Industry Niche Markets

Results

- Capture Leads with 5% Direct Marketing Response Rate
- 80% Conversion to Qualified Leads with Integrated Self Assessment Tool
- Generating Sustained Website Traffic by Publishing Expert Articles



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How Do You Get There?

Brand Smart Marketing

Growth requires transitioning to customer-centric brand marketing, building a brand platform that is iconic, experience driven, creates a story, instills core values, answers customer needs, delivers on brand promises and values customer insights. We will deliver smart marketing that influences every customer interaction with the brand, by disrupting the status quo and adding value to every customer experience.

Industry

Retail

Client

Gap, Inc., Gap Stores

Objective

- o Double Retail Store Sales of \$1.0M in One Year
- o Retain Retail Store Distribution in 20 Regional Shopping Centers

Situation

- o Threatened Closure of 20 Gap Retail Stores, Losing Market Penetration
- o Regional Shopping Center Distribution
- o Collegent Market Locations
- o \$1.0M Break-Even Threshold Performance
- o C-Alpha Merchandise Assortment Level

Discovery

- o Customer Satisfaction Intercept Studies
- o Store Associate Climate Surveys
- o Merchandise Assortment Analysis
- o Market Radius & Customer Segmentation Analysis

Strategy

- o Increase Size Assortment of Blue Jean Merchandise
- o Widen Market Radius From 5-Miles to 50-Miles
- o Target College Student Consumer Segment
- o Create Trade-In Blue Jeans Advertising & Marketing Campaign

Results

- o Achieve B-Alpha Merchandise Assortment Level
- o Retain 20 Retail Gap Store Distribution in Collegiate Markets
- o 150% Increase In Retail Sales from \$1.0 to \$2.5M



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Exhaust the Limits of the Possible