



The elegantly *intelligent* solution to delivering a distinctive customer experience.

METIS and Walking TALL join forces to bring you previously unavailable revelations about customers, colleagues and most importantly, how to act upon this newfound knowledge.

This begins with knowing customers - yours and competitors - as never before. Insights about what they love, or frustrates, are uncovered straight from their own words. Their voluntary, unstructured digital reviews hold a yet untapped wealth of intelligence and emotional eye-openers. You learn their top-of-mind thoughts.

METIS is next generation research. Going far beyond dashboards, it pairs sophisticated text analytics, based in machine-learning, with expert human curation. This allows METIS to connect uncommon dots and critically uncover *unspoken needs* and *market gaps* that technology alone cannot.

The METIS Study is delivered via a ready-for-action, engaging video that includes consumer photos and quotes posted online to tell a compelling story. The same process can also deliver a new twist on employee surveys.

Once you understand how and why people think as they do, Walking TALL puts this knowledge to work, using an entirely fresh approach to staff inspiration and distinction. The goal is to bring out the best in your colleagues, aligning their personal aspirations with those of your organization and your customers.

Our system allows individuals to gain absolute clarity on their own strengths and values. When colleagues understand themselves, and how their talents mesh with organizational objectives, they can more confidently read and treat customers in ways that will uniquely delight. The customer's experience is transformed into a more authentic, differentiated breed of service.

Often employees don't know how, or lack the confidence, to create unique experiences for your customers because, too often, their training has been standardized, task oriented or scripted... until now. The original goal was consistency of brand experience, but in

many cases, it was accomplished at the expense of the very thing today's consumers crave – being treated as ***unique individuals***.

Walking TALL believes that getting to the heart of the individual colleague is what's needed to really evolve behaviors. Unless the 'What's in it for Me' factor is addressed, nothing really changes. And, in today's world of social media and selfies, motivation starts with "me".

Your company brand today is quite simply what your customers SAY about it to their contacts. And, it goes global in an instant. What they say will always come from interactions they have with your people and how it makes them FEEL. And they love to talk about it – the good and the bad.

Contact:

Walking TALL - +1 831 251 1488

info@walkingtall.org

METIS - +1 415 433 6622

krichey@richeyint.com