

USA

BUSINESS GROWTH OF THE YEAR

The AHA Group

The AHA Group has quickly established itself as a transformative force in the world of customer experience (CX) design and execution. Built on the principle that innovative, addictive experiences win in every industry, The AHA Group has rejected the commonplace strategies that often dominate the CX landscape. Instead, the Las Vegas-based firm's mission is to create and deliver exquisite, standout experiences that capture attention, whilst simultaneously scaling consistently across their clients' operating models. Founded in 2022 by Antonia J.A Hock, a renowned expert in the luxury customer experience arena, the group has benefited from her visionary leadership and industry expertise. Known globally as a keynote speaker and thought leader, Hock previously served as the Global Head of The Ritz-Carlton Leadership Centre.

One of the major successes of The AHA Group is its flagship CX consulting practice, which boasts proprietary frameworks, an experience scoring methodology and one-of-a-kind execution models. These innovative tools allow the experts to deliver customised, high impact experiences for clients that are unlike anything else in the marketplace. More importantly, The AHA Group goes much further than simply designing these experiences; the consulting team is passionately committed to empowering clients to execute and sustain these strategies at scale, embedding CX excellence integrally within their organisations. Over the past two years, the demand for The AHA Group's singular expertise has skyrocketed, fuelled by an increasing recognition that experience innovation is critical to sustained success.

The judging panel was particularly impressed by The AHA Group's signature full-day CX workshops, which have become one of their flagship provisions. These highly immersive sessions combine storytelling, interactive elements, modern hospitality practices and practical guidance to ensure that participants leave equipped with actionable strategies. Designed to inspire and enable immediate changes in CX delivery, these comprehensive workshops exemplify The AHA Group's dedication to both practical impact and visionary thinking. With an ever-expanding global client list that now includes prestigious names such as Rolex, Sonic Automotive and Keller Williams, The AHA Group has proven its ability to deliver world class experiences across industries.



The AHA Group creates scalable, innovative customer experiences, driving impressive growth through proprietary frameworks, expert consulting and visionary leadership.



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ELEVATED CUSTOMER EXPERIENCES FOR BUSINESS GROWTH

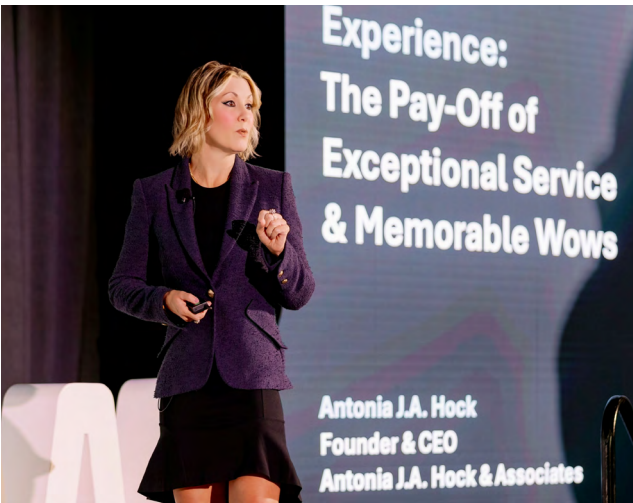
Delivering crafted experiences to clients unlike anything else in the industry



Creating and delivering addictive, incredible customer experiences is the cornerstone of winning the hearts, minds and wallets of every consumer. Designing and implementing these exquisite experiences, that not only stand out, but scale across the client's operating model, is at the centre of The AHA Group's mission. Rejecting the common place ideas and status quo found in the CX arena, the firm's mantra is that no matter what industry, innovative experiences always win.

For the previously uninitiated, CX (customer experience) methodology refers to the structured approach businesses use to design, measure and improve every interaction a customer has with their brand. The relatively modern approach focuses on understanding customer needs, behaviours and emotions across all touch points – before, during and after a purchase. The goal is to create seamless, positive experiences that develop loyalty and long-term relationships.

The AHA Group's flagship CX consulting practice partners with organisations seeking to create industry-leading customer experiences that are distinctive and operationally scalable. Guided by a proprietary 22-metric model, consulting engagements typically span six to 20 months, depending on the project scope. The AHA Group also operates a specialist consulting division focused exclusively on luxury brands, working with leading



companies around the globe and leveraging in-depth proprietary insights into ultra-high-net-worth and high-net-worth clientele. Each consultancy engagement includes a structured discovery phase, a co-creative design phase, and an implementation phase, each focusing on sustainability and scalability.

Workshops available from the experts at The AHA Group have all been purposefully designed to help teams transform ordinary transactions into first-class experiences. The CX specialists offer three immersive, full-day signature workshops, conducted onsite and customisable to meet the requirements of specific audiences. Each session blends decades of CX innovation with proven models, frameworks and immediately applicable takeaways, offering rich storytelling, interactivity and practical guidance to ensure that big ideas lead to real change.

Designed for leaders and teams across any industry, the Winning Through Customer Experience: Transforming Ordinary Transactions into Unforgettable Experiences workshop introduces The AHA Group's proprietary principles of hospitality, five-star service, service recovery and experience design. Designing Magical Moments: The New Modern Luxury Experience Playbook is geared toward luxury brands and built on original futurist research and hundreds of cutting-edge consulting engagements. Finally, Selling to Ultra-High-Net-Worth Clientele & Their Agents: A Guide to Engaging the Most Discerning and Demanding Client is ideal for sales teams, call centre agents and their leaders, delivering The AHA Group's exclusive strategies for engaging ultra-high-net-worth clients and their representatives.



The AHA Group's CX audit practice is built on a proprietary, globally recognised benchmark – one of the most reliable models for evaluating world class customer experience. Guided by the same 22-metric model as used in the consultancy package, the audit framework has been specially designed to assess every facet of premium CX delivery. Developed by leading experts behind some of the world's highest achieving CX environments, this framework enables organisations to accurately gauge performance, uncover key strengths and identify critical areas for improvement.

The audit process typically spans six to eight weeks and includes an onsite discovery phase, mystery shopping (where relevant), customer and employee focus groups, leadership interviews, in-depth reviews of materials and a thorough analysis of customer engagement strategies and data. Deliverables include a holistic performance score, detailed drill-down assessments, expert commentary, customer verbatims, real-world vignettes and targeted recommendations. These insights are compiled into a 50 to 75 page executive audit report, presented in a briefing customised for boards of directors, executive teams, investors and CX representatives.

The services offered by The AHA Group present a broad spectrum of business growth opportunities for organisations ready to lead rather than follow. Beyond immediate performance enhancements, clients benefit from the strategic clarity, cultural transformation and sustainable competitive edge the services available from the Henderson-based experts can provide. Additionally, the group's emphasis on adaptability ensures that outcomes are consistently impressive in the short term, but also resilient in the face of evolving consumer expectations.

For more information on how The AHA Group can boost your business growth through elevated customer experiences, please visit www.ahaexperience.com.



By utilising The AHA Group's rigorous audit processes, immersive workshops and bespoke consultancy offerings, businesses are far better positioned to drive measurable improvements in customer loyalty, brand equity and revenue growth. The result is a more agile, human-centred organisation – one that can be depended upon to turn customer encounters into an enduring market advantage and CX innovation into tangible commercial success.