

Ex-BMW Head of Future Retail - Premium Retail Experience starts own company

Circle4x is a creative strategy and implementation company for all brand-related human experiences



London, Jul 16, 2019 (IssueWire.com) - Michele Fuhs, ex-BMW 'Head of Future Retail - Premium Retail Experience' has started his own consultancy business to support major brands create world-class brand experiences centred around the perception of human beings. Based in Munich and London, but operating worldwide, the company will consult on strategy, design, implementation and enablement.

Fuhs is joined by Paul Shilling, who comes from a leading brand implementation agency and has worked with Michele Fuhs when implementing BMW's new retail on a worldwide basis.

Commenting on his new company, Fuhs said "Our vision is to bring a 360 approach to brand experience, focusing on the knowledge from psychology and neuroscience on how human experiences interact with a brand at each touchpoint. Loyalty and revenue growth comes from creating engaging positive emotions for your customers".

To support the consultancy arm of the business Circle4x is developing a new way of measuring experience. Shilling commented "We want to create a return on emotional engagement (ROEE) by engaging human experiences. We are working with leading neuroscientists and human experience

advocates to develop the next generation of customer and employee satisfaction measurement. We call it Human4x-Index; it will be our diagnostic tool that enables businesses to measure their existing Human Experience impact against the company objectives and profitability."

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