EXPERIENCE | LANDMARK REAL ESTATE

FRESH EYES AUDIT: RETAIL HOSPITALITY AT A LANDMARK OFFICE TOWER

A landmark West Coast office tower had been reinvented as a destination for dining, art, work and nature. Turning the vision into reality had proved costly. The owner and property manager asked 4xi for a full review and an action plan.

PROPERTY
Landmark office tower

OUTLETS
Cafe, fine dining, bars, catering

4XI ROLE
Two day Fresh Eyes Audit

FOCUS
Path to profitability

THE CHALLENGE

- Sustained losses, with labor at times near total income.
- Three operators on one property, diluting revenue and consistency.
- Gaps in systems, food safety, controls and compliance.
- An uneven guest experience and complex catering.

OPTIONS FOR THE PARTNER MODEL

- Improve the current partners.
- Consolidate to one operator.
- Package food with other property services.
- Appoint a specialist events caterer.

WHAT 4XI DID

01
Review
Outlets, P&L, compliance, systems.

02
Experience lenses
Connection, anticipation, comfort.

03
Within 90 days
Financials, safety, processes, training.

04
Within 6 months
Leadership, CX playbook, POP.

05
Support options
Interim, part time or full time.

RESULTS

An independent picture of the whole program, front and back of house.

A prioritized plan from immediate fixes to strategy.

A clear path from survival to sustainable success.

An iconic building draws people in once. Only a well run hospitality program brings them back.