

# Stephen Spencer + Associates Ltd

We are The Ambience Architects™

## About Stephen Spencer + Associates Ltd

At Stephen Spencer + Associates Ltd, we are a customer experience consultancy helping organisations in the cultural, retail, leisure, and tourism sectors grow by designing better customer and visitor experiences. Our work is rooted in decades of experience, inspired by my background in retail and tourism. We describe ourselves as “Ambience Architects”, placing people at the heart of design. By combining storytelling, space, and emotional insight, we help clients create engaging experiences that improve both customer satisfaction and commercial performance.

## Challenges & Growth

Our main challenge was a lack of clarity in how our services were structured and communicated. While we understood the value we offered, it was not clearly defined, making it harder to present to clients and establish consistent pricing and revenue streams.

We also needed to better prioritise our efforts, ensuring we focused on activities that would drive meaningful growth. Our ambition was to create a more structured, scalable business with a clear, marketable offer and a strong foundation for long-term success.

## Next steps

Over the next six months, we will focus on launching our newly structured service offering, supported by clearer messaging and a stronger go-to-market approach. We are also exploring new partnerships and opportunities to expand our reach, while strengthening our revenue streams. With a clearer direction in place, we feel confident, energised, and ready to take the next step in our growth journey.

## Support from Enterprise Oxfordshire Business

Through Enterprise Oxfordshire, we accessed tailored support, including one-to-one sessions with Phil Curtis. This helped us refine our strategy, clearly define our services, and align them into a more structured and coherent offering.

The process allowed us to identify key gaps and bring everything together, from our services and target market to pricing and positioning. This clarity has been invaluable, giving us greater confidence in how we communicate and grow the business.

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***Enterprise Oxfordshire provides accessible and relevant business support services that both provide essential tools and generate inspiration and confidence to succeed.***

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