

Customer Excellence Management

Consulting & Coaching

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“Building competencies for customer centric organisations”



Customer

Main characteristics of customer-centric organisations:

- Customer Intelligence
 - Active and genuine interest in their needs, experiences and perceptions
 - Systematic and ongoing discovery efforts

- Operational Excellence
 - High standards in all customer related and management processes
 - Continuous improvement process established

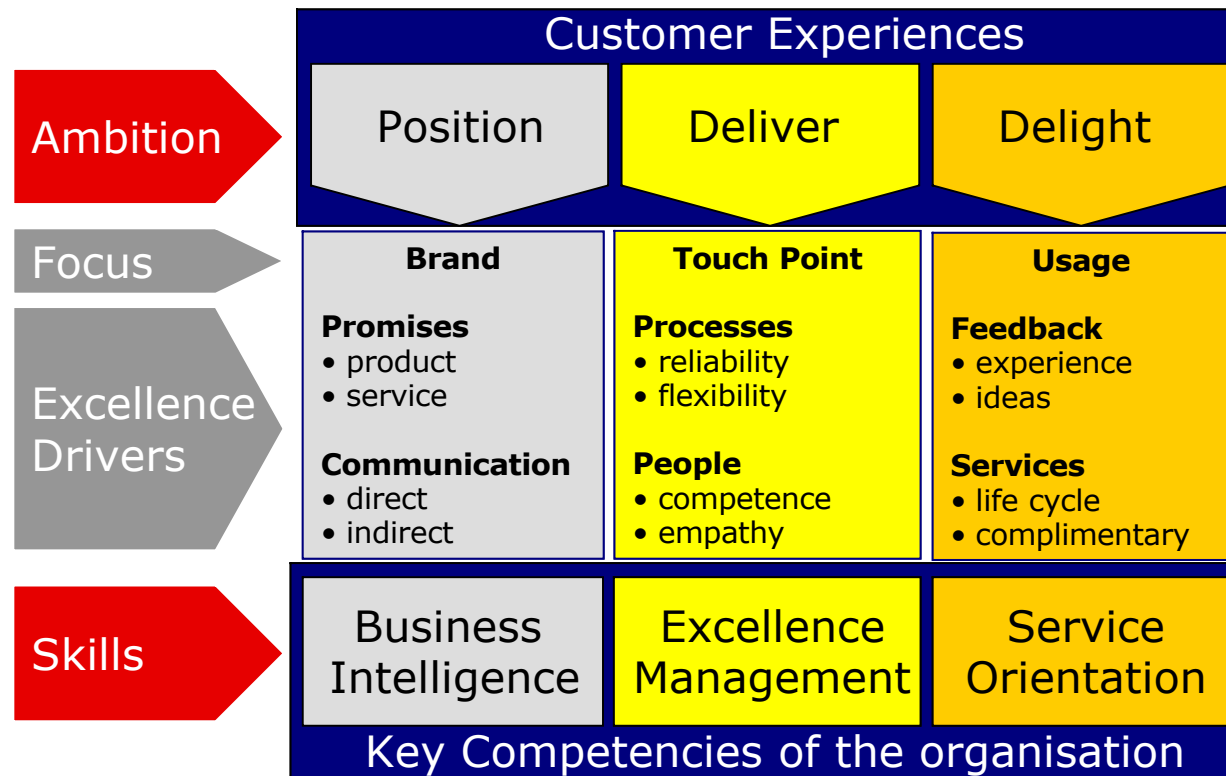
- Service Innovation
 - Permanent search for value-engineered differentiation
 - Integration of customer feedback and ideas

What is your level of excellence in these areas?



Excellence

Excellence is the result of ambition and skills:

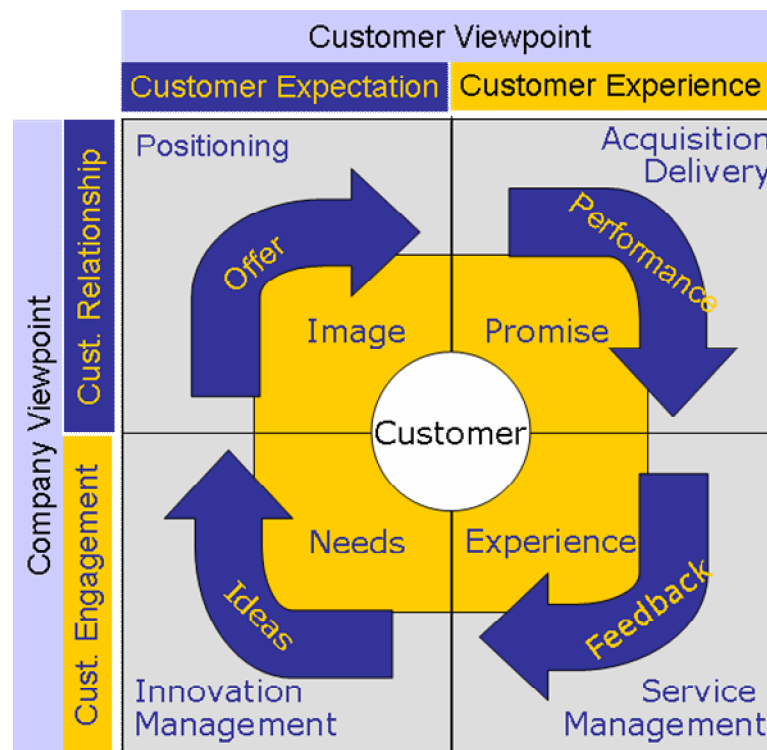


Developing the skills and ambition for sustainably successful management!



Management

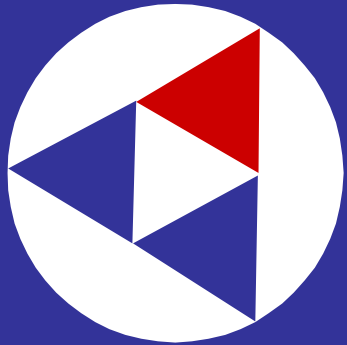
Seeing your business from the customers' view-point:



What is the organisation's position on:

- ▶ Customer vs. Company orientation?
- ▶ Relationship vs. Experience focused?
- ▶ Expectation vs. Engagement centered?
- ▶ Branding vs. Service investments?
- ▶ Feedback vs. Market Research?

Where to start for more customer orientation?



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Experience you can trust

International direct sales, marketing, service and business development know how acquired in 15+ years of high level line and staff positions with a Swiss premium brand manufacturer serving the building supplies and industrial maintenance industries.

Strategic Development

Service Strategy
Business Unit Strategy
Business Modeling
E-Business Strategy

Marketing Management

Industrial Segmentation
Multi-Channel Pricing
Innovation Management
Customer Research

Operations Management

Repair Operations Management
Marketing & Sales Management
International Service Management

Sales Management

Key Account
Management
Sales Channel
Development

Controlling & Finance

Customer Profitability
Key Performance Indicators
Portfolio Management
Compensation & Reward

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