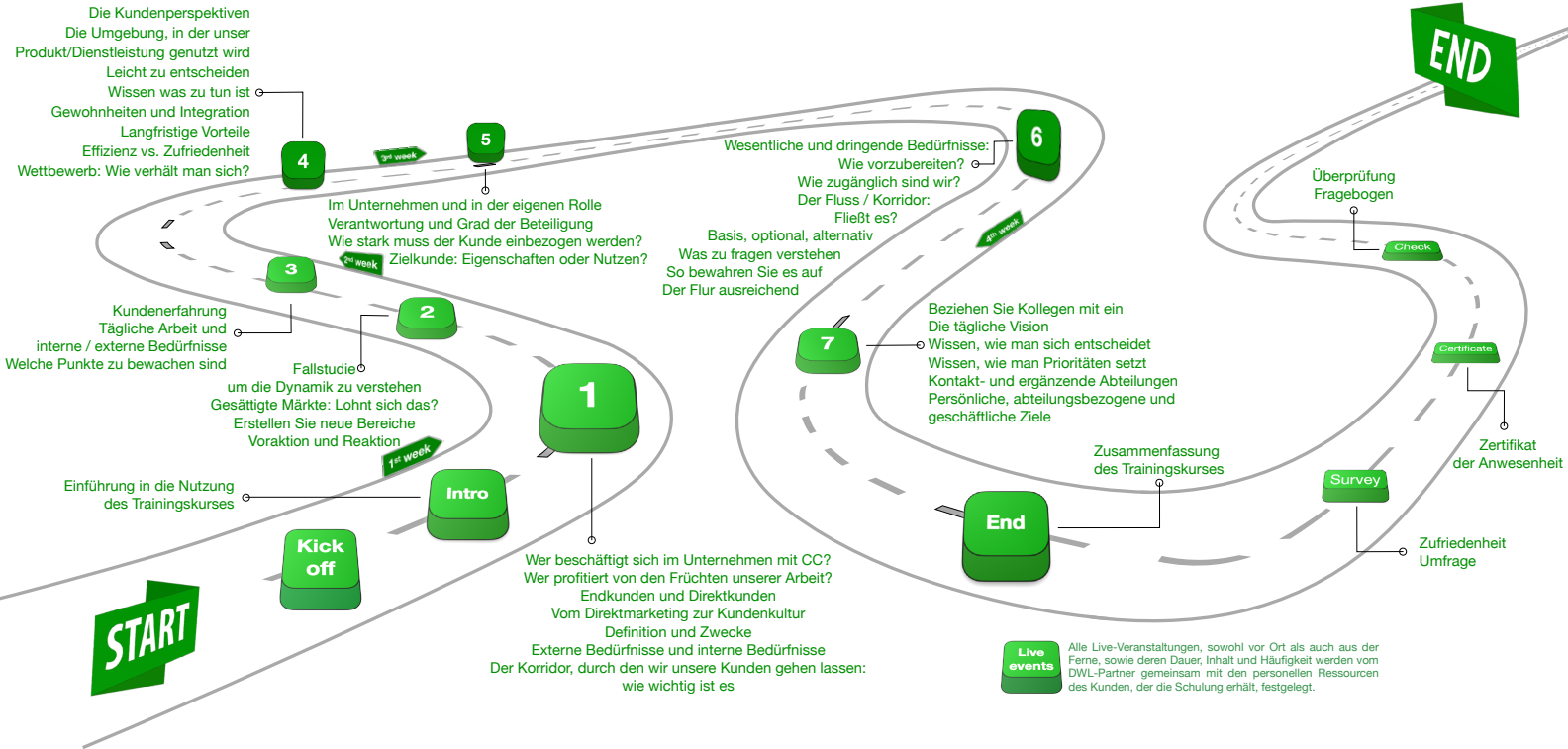




# Kundenkultur

## Dazwischenliegend

Bringen Sie die Prinzipien der Kundenkultur in unsere tägliche Arbeit und die unserer Kollegen ein und steigern Sie so die Entscheidungsfähigkeit und die Fähigkeit, Handlungsprioritäten in Ihrer Rolle zu erkennen.



Dies ist nicht nur ein PDF



über einige Knöpfe hinweggehen,  
Der Pfeil wird zur Hand

Durch Anklicken erhalten Sie Zugriff bis hin zu Videos und



Die Kundenkultur in das gesamte Unternehmen bringen.

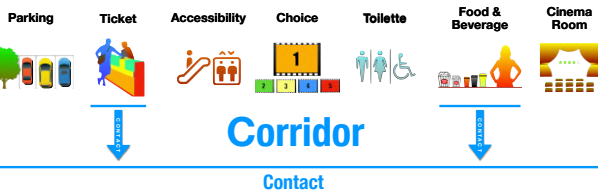
# Customer Culture

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Das Kundenerlebnis mit Kontaktmöglichkeiten und Alternativen aufbauen.

## Customer EXPERIENCE Customer CONTACT Customer CORRIDOR

### Experience



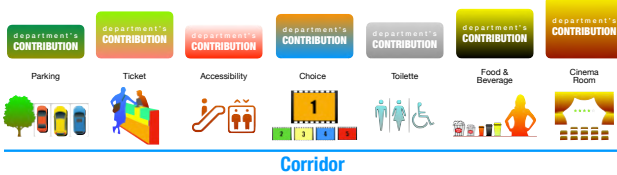
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Schaffen Sie einen Korridor, der den Beitrag der einzelnen Abteilungen deutlich macht.

## Customer EXPERIENCE Customer CONTACT Customer CORRIDOR

### Experience

#### CUSTOMER SATISFACTION



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Es ist nicht immer einfach, den Kunden zufrieden zu stellen. Komplexität und interne Dynamik können es schwierig machen.

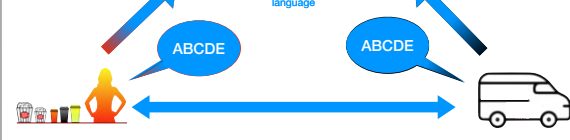
### Corridor - Experience - Contact



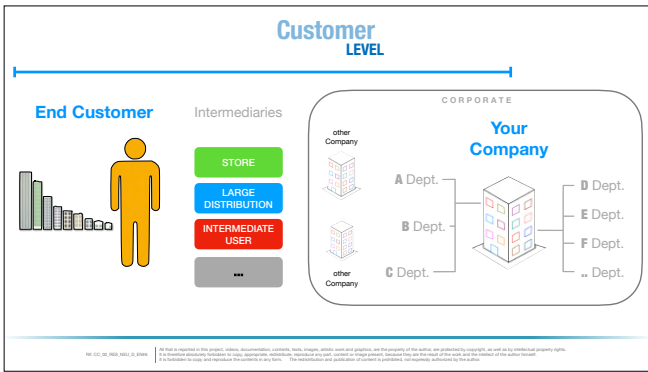
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Verwenden Sie die Sprache des Kunden als gemeinsamen Modus, sowohl innerhalb als auch außerhalb des Unternehmens.

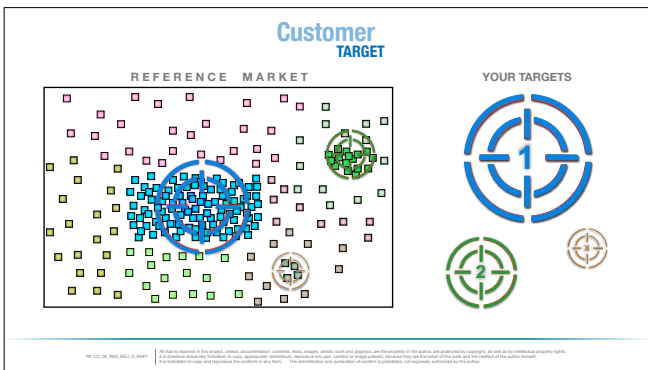
### CUSTOMER language



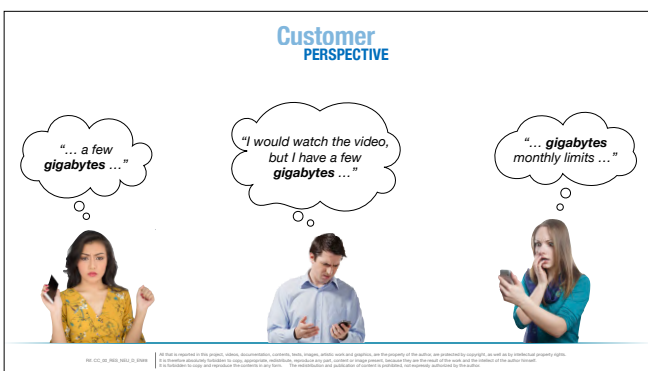
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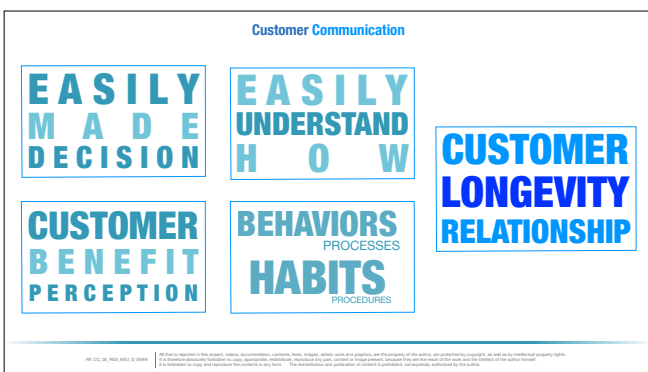
Sich darüber im Klaren sein, wer der eigentliche Abnehmer der Früchte unserer Arbeit ist, nämlich der direkte Kunde, ohne den Endkunden jemals aus den Augen zu verlieren.



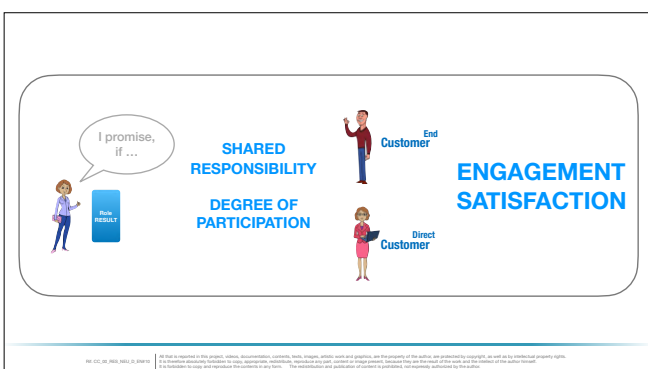
Eine Organisation nach Hauptzielen haben, einheitliche Modalitäten in der externen und internen Verwaltung unseres Unternehmens.



Wir stellen uns die Perspektive des Kunden vor ...



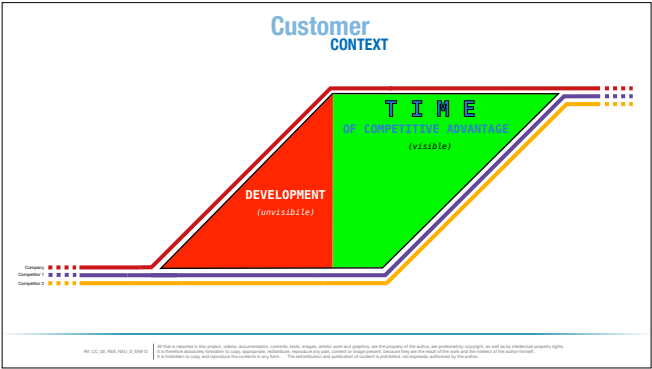
... seine Gedanken über das, was wir ihm anbieten, eine Kommunikation, die ihm die Wahl unserer Produkte und Dienstleistungen erleichtert und ihm zeigt, wie er sie am besten nutzen kann, um eine zufriedenstellende und dauerhafte Beziehung aufzubauen.



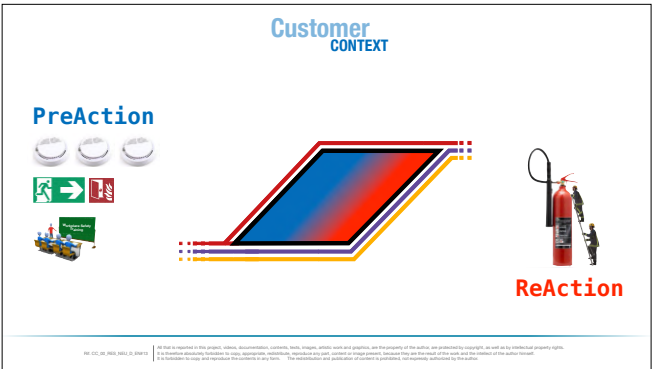
Gemeinsame Verantwortung bestimmt den Grad der Beteiligung, der sich positiv auf das Engagement und die Zufriedenheit der Kunden auswirkt.



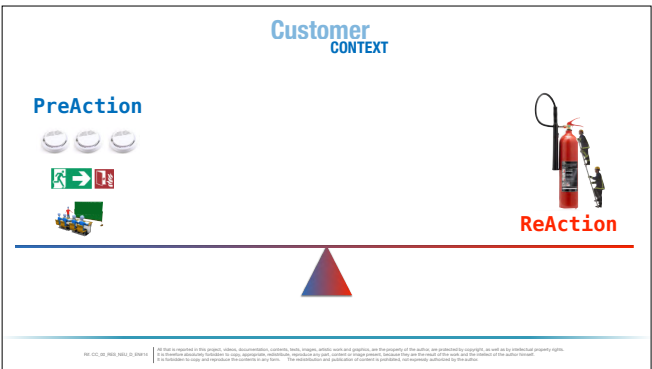
Interne Organisation, die sich an den Bedürfnissen der Kunden orientiert und sie nicht einschränkt.



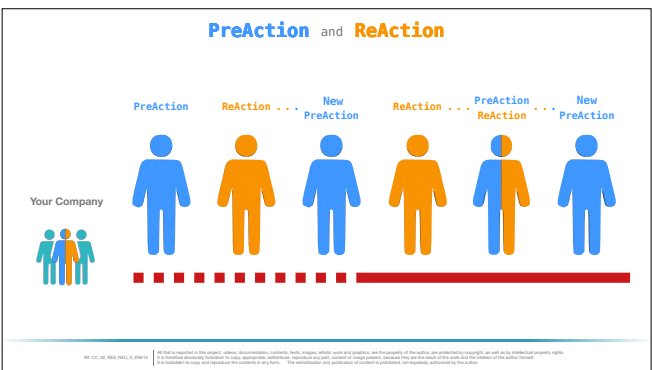
Das Kundenerlebnis als Wettbewerbsvorteil begreifen, mit neuen Lösungen experimentieren, sie vorbereiten und sichtbar machen. Das Gebot fördert die Voraussicht, die Reaktion schränkt sie ein.



Angesichts des Unerwarteten das Gleichgewicht suchen, vorausschauend denken.



Wir müssen uns darüber im Klaren sein, wann wir präagieren und wann wir reagieren.



Es handelt sich um eine tägliche Aktivität, bei der die Reaktion zu einer neuen Voraussicht beiträgt, die unsere Arbeit erleichtert und die Kundenzufriedenheit im Laufe der Zeit erhöht. Wir müssen leicht erreichbar sein und dafür sorgen, dass der Kunde uns vor allem dann findet, wenn er in Schwierigkeiten ist.

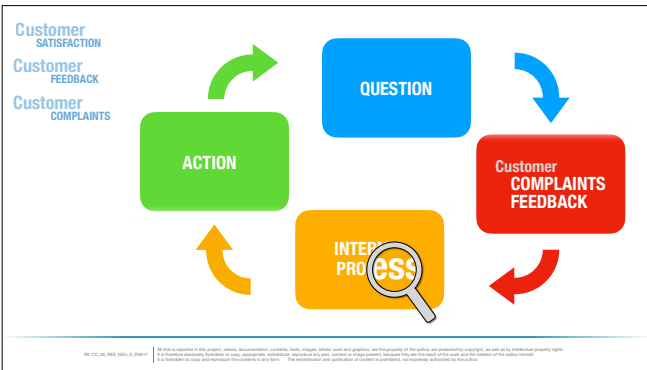
Customer EXPERIENCE Customer ACCESSIBILITY

PHONE NUMBER  
XXX-XXX-XXXX

Customer ACCESSIBILITY

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Wiederholte und aussagekräftige Beschwerden helfen uns, in unseren internen Prozessen richtig zu intervenieren und die Marktdynamik besser zu interpretieren.



Das Zeugnis eines europäischen Managers erklärt, wie man die Kundenkultur täglich lebt, die den Managern und dem mittleren Management vorbehalten ist.

**Grégoire Chové** *(only Manager and Intermediate)*

- Currently investor and board member in new market realities
- Previously Managing Director Europe
- Previously General Manager
- Previously Manager in various company functions
- Business dynamics expert
- Long-term viewer
- High vision focused on the customer

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Der Erfahrungsbericht eines europäischen Managers erklärt, wie man Kundenzentrierung täglich lebt. Reserviert für Manager und Fortgeschrittene.

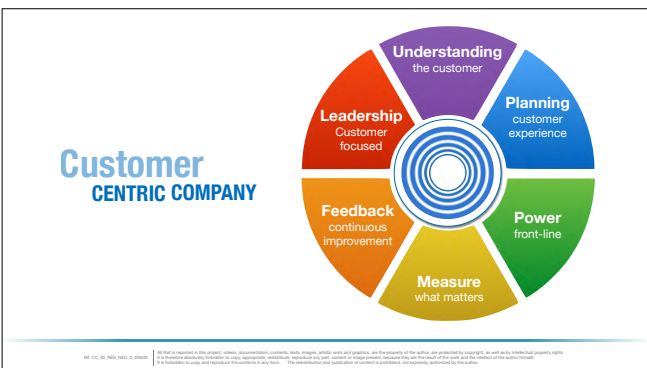
Competitors

Running after  
Following  
Monitoring

Running after  
Customer Satisfaction

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Interpretieren Sie die Marktdynamik bestmöglich.



Für ein wirklich kundenorientiertes Unternehmen braucht man ein hochgradig fokussiertes Management, ein umfassendes Verständnis der Bedürfnisse, ein geplantes und gestaltetes Erlebnis, leistungsstarke Kontaktpersonen und -instrumente, Messungen, um entscheiden zu können, was am besten zu tun ist, und Feedback für kontinuierliche Verbesserungen.





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