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Ehrenpreisträgerin Annie Lennox

SUSTAINABILITY MADE IN GERMANY.

Zum 11. Mal zeichnet der Deutsche Nachhaltigkeitspreis Menschen aus, die sich erfolgreich den Herausforderungen der Zukunft stellen. Er prämiert die Geschäftsmodelle von morgen, die besten Ideen für die Städte der Zukunft und Forschung, die den Wandel zu nachhaltigem Leben und Wirtschaften möglich machen. Ehrenpreise gehen an prominente Ikonen des humanitären und ökologischen Engagements.

Am Abend des 7. Dezembers 2018 werden in Düsseldorf der Deutsche Nachhaltigkeitspreis sowie der Next Economy Award im Rahmen des Deutschen Nachhaltigkeitstages verliehen, dem meistbesuchten nationalen Kongress zur Nachhaltigkeit.



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Who owns the customer?



he customer, the powerful entity. The customer, the unknown entity. The customer, without whom we cannot live because he pays the bills at the end of the day. A customer is someone who has completed at least one business transaction with his business partner. But what makes a customer?

Heinrich Path wrote: “A customer is the most important person in the business. He is not dependent on us, we are dependent on him. He does not represent an interruption of our work, but rather its content.” It is already clear from this quote that we need to constantly look after the customer and know what he wants: customer care is more important than ever before. Knowing the expectation of the customer before he is aware of it himself – that would be the ideal scenario.

We are in a buyer’s market with transparent markets and immense competitive pressure. Customer loyalty must therefore be something you work hard for. It must always be kept in mind that the market power of the customer can always lead to unexpected actions. Knowing the needs of the customer and having an intense relationship with him will reduce his bargaining power. But if he has clear goals or a clear mission such as price or quality optimisation, then it will be difficult to retain the customer. You cannot stop him from looking left or right. The competition will always find reasons to enter into a conversation. Who the competition is today cannot always be predicted. He lurks everywhere. In Asia, on the Internet, in the value-added chain, in the neighbourhood and sometimes even in your own company.

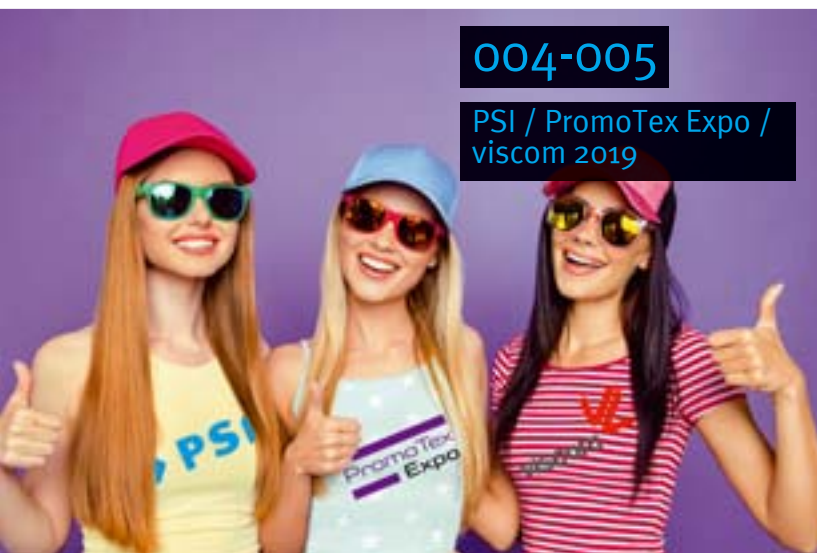
So who does the customer belong to? What should be done if he changes his buying behaviour? The customer belongs to himself. He is a mature being and pursues his own goals. The best possible consulting competence paired with customer proximity is the only way to retain the customer. He will never belong to anyone.

Best regards,

Michael Freter
Managing Director PSI
michael.freter@psi-network.de



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