

we keep you ahead



Reports and Analyses
Service Management

Sales Support

Marketing Support

Activity Management


Contact Management

consulting

Customer Relationship Management for Luxury Products.

Your customers have high standards – let our expertise help you exceed them.

MBtech

Mercedes-Benz technology 



1. Strategy



*PoS=Point of Sale

Customer relationship management expertise based on concrete project experience.

Saturated markets, mounting competitive pressure, and products that seem to be resembling each other more and more are just some of the factors making individual customer relationships increasingly important today. This especially applies to the luxury goods segment, in which customers do not limit their high expectations to the product alone.

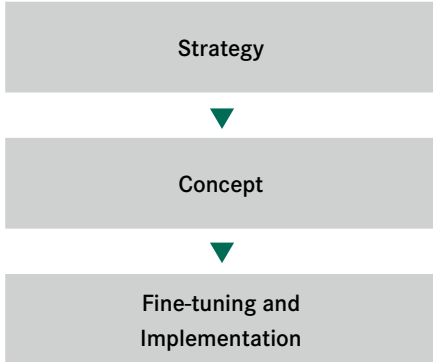
Individuality plays a particularly crucial role here when it comes to service and customer care, as well. To ensure that your company has a sustainable competitive edge, you need a consistent and fully dovetailed customer-centric approach to sales, marketing, and after-sales service.

MBtech Consulting supports you by helping you master the ever-greater challenges you face and optimize both customer relationships and sales over the long run. Our consulting services range from analysis to implementation.

Strategy

We help you define goals and develop strategies. We focus on boosting sales by acquiring new customers and optimizing management of your existing clientele – always in line with the special needs of customers in the luxury goods segment.

Customer Relationship Management for Luxury Products: an overview



Expertise from projects:

- ▮ Trend and competition analyses, development of product positioning and communication measures
- ▮ Analysis of potential; conceptual design of various CRM channels and products
- ▮ Optimization of the interactions and cooperation in vertical sales systems (headquarters ► wholesale ► retailer/dealer network)

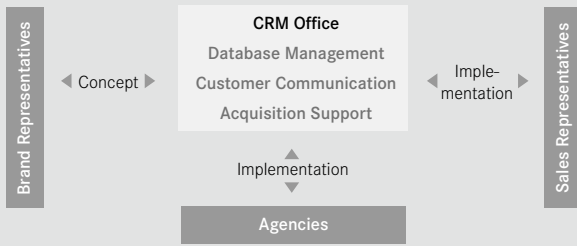
Concept

We help you identify potential customers and develop measures to appeal to them. We also support you in creating strategies to boost the loyalty of your existing customers.

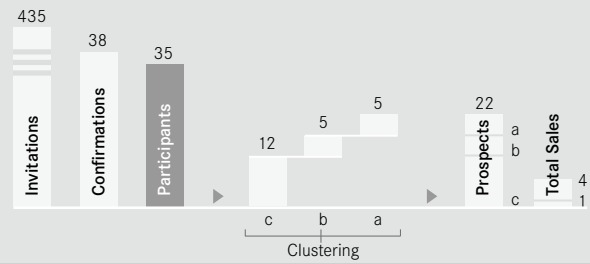


CRM=Customer Relationship Management

2. Concept



3. Fine-tuning and Implementation



Expertise from projects:

- Concept and design of CRM program for the top 100 customers
- Concept and design of exclusive acquisition events



Fine-tuning and Implementation

We support you in defining, optimizing, and implementing processes. We also specialize in setting up and expanding customer databases, training employees, and preparing for and analyzing events.



Expertise from projects:

- Definition of all key CRM processes
- Definition of CRM requirements related to a customer database, along with implementation support
- Management of a broad range of acquisition and loyalty events
- Follow-up and analysis of events and event controlling, including development of measures to increase effectiveness
- Implementation of customized training sessions, such as for chauffeuring at events (conduct, communication skills)



Do you have an extremely successful product and highly discerning customers? Have you considered all the aspects of your customer relationship management system?

We are glad to assist you in resolving any questions or issues.

1. Strategy

- Have you clearly defined your goals and targets?
- How well do you know your customers and their needs?
- Do you utilize a customer segmentation approach?
- Do you know who your most valuable customers are?
- Is your portfolio aligned with your customer structure?
- What customer touchpoints have you identified?
- Do you know what your competitors are up to?

2. Concept

- Which measures and/or tools do you use to acquire new customers?
- At present, how do you keep customers loyal to your company?
- How would you boost customer loyalty?
- Are your company processes aligned with the CRM strategy?
- How is your CRM approach integrated into the organizational structure?

3. Fine-tuning and Implementation

- Are you thoroughly familiar with your CRM processes?
- What approach did you use for introducing and implementing your CRM system?
- Do you offer your employees incentives for acting in a customer-oriented manner?
- Do you track and measure the success of your customer-related activities?



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