

we keep you ahead




consulting

Sales, marketing and aftersales consulting.

Keeping your customers in focus.

MBtech

Mercedes-Benz technology 



The customer relationship cycle

Your customers as leverage for your success.

Understanding customer relationships and translating them into business success.

Nowadays, customers have more complex expectations and requirements than ever before, and they behave accordingly. This means that companies face the ongoing challenge of fine-tuning their efforts to the potential business opportunities that arise from their relationship with customers. With this in mind, our consulting services focus on each different stage of the customer relationship cycle.

Our proven integrated approach to consulting, ranges from market research to strategic and process-related consulting and all the way up to implementation and controlling. In everything we do, the customer is always at the forefront of our thinking.

Customer-oriented actions require an excellent understanding of the customer, along with appropriate use of the right methods. There is a wide range of tools available for customer acquisition as well as for optimizing and streamlining interactions with the customer.

We can provide you with across-the-board consulting, related to all aspects of sales, marketing and aftersales. Moreover, we can support you in developing and optimizing the services you need for these vital processes as well as exploring the many ways you can add value and generate customer loyalty. We focus in particular on new product and service packages, in the mobility and financial services segments. It is here that integrated optimization of sales and aftersales is especially crucial.

We are with you every step of the way, across the entire customer relationship cycle. To us, there is just one benchmark that really matters: your business success.

Put our experience to work for you.

At MBtech, engineering and consulting is our forte, and we are experts in technology-based economic sectors. We are right at home in one of the world's most complex fields – the automotive industry. And that's experience you can build on. We help companies enhance the services they offer from the standpoint of marketing, sales and aftersales. Working together with our customers, we plan and implement sustainable strategies to boost customer satisfaction and loyalty. We help you understand your customers' requirements, identify market trends early on and optimally tap into your business potential. Our full-spectrum approach to these topics has proven its value throughout our extensive and longstanding project experience. Finally we are keen to pass that experience along to you.

Customer relationship Market position

Sustainability

Strategy

Customer requirements
Profitability

A clear understanding of customer requirements and market trends.



Product and market analysis

Customer requirements as the cornerstone of business decisions.

To make sound business decisions and to position your company correctly in the market, you need to pinpoint your customers' requirements and the market trends early on.

This requires confident mastery of a highly complex set of issues, because the needs and wishes of individual customers vary widely. Global markets also work very differently from each other. Whether your customers are businesses or consumers, no two customers are exactly alike – neither with regard to their expectations and demands, nor when it comes to the factors driving their spending.

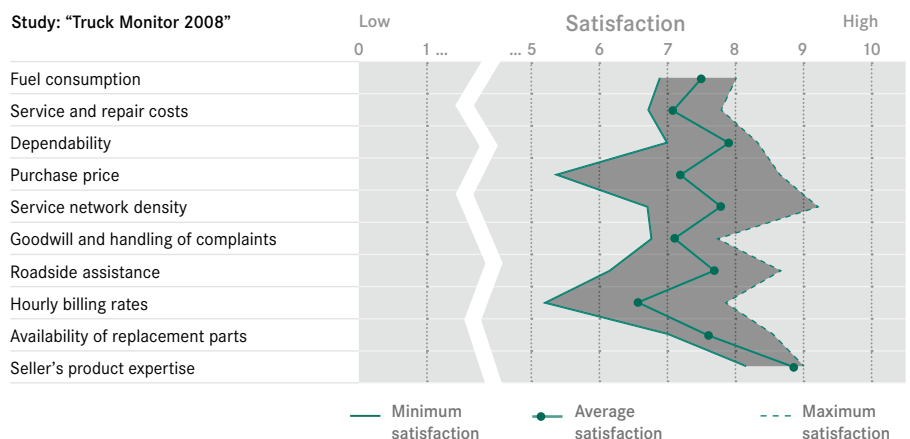
To provide you with a long-term basis for decision-making within your company, we can prepare market analysis of current and future market situations for you.

Our analysis and scenarios feature high levels of expertise in technology and methodology, rapid data acquisition and a focus on the information that really matters.

Example: Market Study

“Truck Monitor 2008.”

What are the criteria that customers apply when purchasing heavy-duty tractors? How satisfied are customers with the products and services manufacturers offer and the processes they use? We were able to answer all of these questions in our study entitled “Truck Monitor 2008.” In addition to providing insight into what constitutes best in class in this segment, the study yielded specific recommendations for actions to be taken at the factory level.





Using qualified product placement to achieve an exclusive market position.



Take customers, products and markets into account when developing a clear strategy.

Market and customer dynamics demand that your products and activities impact on strategic and profitable target segments. Companies need to take a careful and thoughtful approach to the key questions: which products to offer, which markets to serve and which customers to satisfy.

Working with your corporate goals as our strategic focus, we analyze current and future customer requirements and then translate that information into a target group-specific product strategy. To ensure sustainable growth, we align your product strategy towards profitable target markets.

For your products to be successful, it is of critical importance to understand the criteria that customers apply when making a purchase decision. Consequently, these factors must be incorporated in your product strategy.

Another important criterion that determines your success is innovation in product positioning. We use this as the basis for outlining your future product portfolio and for developing solutions tailored to match the specific customer requirements. This paves the way for successful implementation of your strategy.

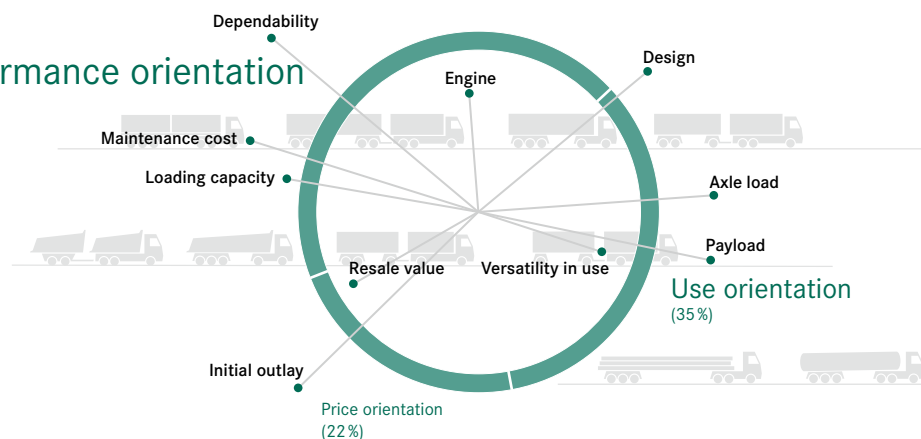
To tap into new potential on the market, we support you in defining your target customers right from the early phase of product creation.

Our Success Story

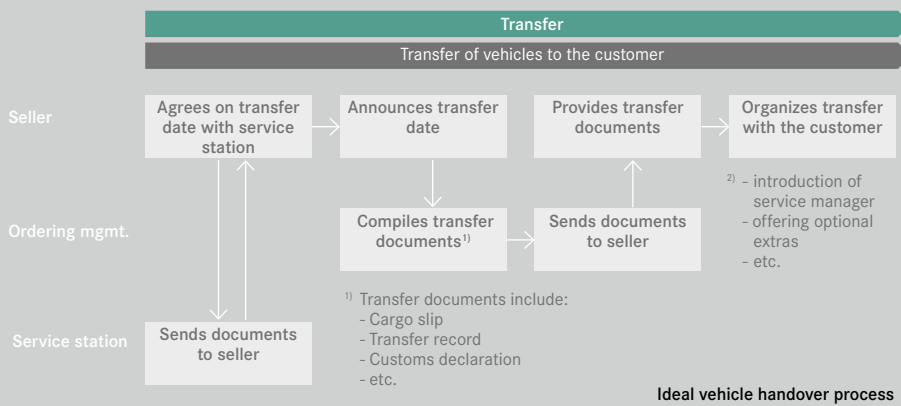
Product planning for commercial vehicles prior to the market launch in Asia.

To define the product concepts to be used for commercial vehicles, our first step was to perform a detailed analysis of customer requirements and the competition in the Asian market. The analysis identified both customer segments and product utilization. We used the results of the study to define the entire product portfolio for the Asian market, right down to the component level.

Performance orientation (43%)



Commercial vehicle product planning for a market launch.



Put operational leverage to work for you to boost profitability and customer retention!



Sales and aftersales processes

Customer satisfaction with process excellence.

Lean and stable processes are key factors when it comes to ensuring customer satisfaction and efficiency in sales, marketing and aftersales. Throughout our process design activities, we consistently apply lean principles and maintain a focus on process cost. Finally, the assessment of given potential leads to an optimization of your customer interface.

Sensitive and critical processes that are highly important to your customers have to run smoothly and meet stringent quality standards. By fulfilling this prerequisite it is possible to drive down process cost and simultaneously increase customer satisfaction.

With all of these factors in play, it is important to design processes ensuring that customers never become dissatisfied. Process excellence has to become embedded within the company.

In addition to sustainability, we also consider interactions within the company, dovetailing sales and aftersales processes. These linked with engineering, production and logistics guarantees that your approach is aligned with all customer requirements. Together we will analyze your processes, develop an optimization program and implement it within your company.

Our Success Story

Enhanced sales performance within an existing organization.

Our customer's objective was to optimize all sales processes in order to increase sales volume and enhance performance. To this end, the organization's existing processes underwent an extensive analysis and a redesign process. Through intensive on-the-job training sessions to establish the new processes, we improved sales efficiency on a sustained basis within the scope of the company's existing structure.



Securing customer loyalty and adding value over the entire product lifecycle.



Active customer management

CRM and downstream management to boost revenues.

Customer relationship management (CRM) starts even before you ever begin to sell your products or services.

The goal is to develop a customer retention strategy that identifies every possible approach to enhance customer satisfaction – and thereby increase customer loyalty.

One key factor is the coordinated, individualized use of all the available tools and methods for securing customer loyalty, based on strong processes and a reliable database. Another factor we consider essential to ensuring successful customer retention is to integrate the sales processes into global perspective. With our broad spectrum of experience in implementation and controlling, CRM is much more than just theory to us.

In connection with CRM, downstream management is becoming more and more important among our customers. This approach helps companies utilize additional business potential while also intensifying the effect of customer retention. This approach stems from the fact that with complex products, a considerable portion of revenue is generated after the actual sale. Besides aftersales the segments of mobility and financial services are good examples of this dynamic.

This concept should be seen as a complementary approach to CRM: in addition to customer retention, it helps to build and maintain a relationship with the product itself. This approach also requires an integrated database managed across all stages of the sales process and across all internal service providers.

Our Success Story

CRM in the luxury segment.

The objective was to manage customer relationship and achieve customer loyalty within a highly exclusive clientele while ensuring profitability. We accomplished this by establishing a customer oriented approach including events and an efficient customer communication structure based on a central CRM database.

Sustainability and flexible control ensures your long-term success.



Financial
controlling

Secure your accomplishments for the future.

Ultimately, a company's strategy and processes are only as good as the implementation of the company's concepts. And often, putting those concepts into practice is easier said than done – especially considering the effects of sales, marketing and aftersales, which are quite complex.

Our experts can help you to implement your corporate strategy in an international setting. Drawing upon our various divisions, we can work with you to kick off a successful, sustained improvement process.

We do this by taking a proven approach in which implemented processes and methods are continually tested, analyzed and adjusted before finally fixing them within the company. This process is used as the basis for a rollout that includes all of the necessary methods and tools, such as training and coaching.

When it comes to sustainable implementation, we believe it is necessary to establish control systems to continuously measure relevant processes and specific KPIs (key performance indicators). It is this data that enables us to determine what measures should be taken from a controlling standpoint. This information also helps to identify new trends early on and keep "in touch" with customers in the future. Thereby, you will secure your company's competitive edge for the long term.

Measuring key performance indicators (KPIs).



Our Success Story

Boosting customer satisfaction in the commercial vehicle segment.

Our customer's objective was to optimize internal and external customer satisfaction in sales and aftersales. To meet this, we developed process improvements internally at the OEM, within the sales and distribution company and at the retail level. Our aims were to enhance sales efficiency and boost customer loyalty over the long term. Based on a proprietary control system, we measured these indicators on a continuous basis and used them to determine suitable actions for successful and sustained implementation.



www.mbtech-group.com

vehicle engineering

powertrain solutions

electronics solutions

consulting

Management Consulting
Technology & Innovation Consulting
Process Consulting
Program & Project Consulting
Business Academy

Europe

MBtech Consulting GmbH
Posener Straße 1
71065 Sindelfingen
Germany
Tel. +49 7031 686-4780
Fax +49 7031 686-4644
info@mbtech-group.com

North America

MB-technology NA LLC
400 E. Big Beaver Rd., Suite 300
Troy, MI 48083
USA
Tel. +1 248 312-0277
Fax +1 248 312-0279
info@mbtech-group-na.com

Asia

MB SIM Technology Co., Ltd.
6F Bldg. DOHO, No. 2452 Wanhangu Rd.
Shanghai 200051
P.R. China
Tel. +86 21 6192-2200
Fax +86 21 6192-2202
info-mbsimtech@mbtech-group.com