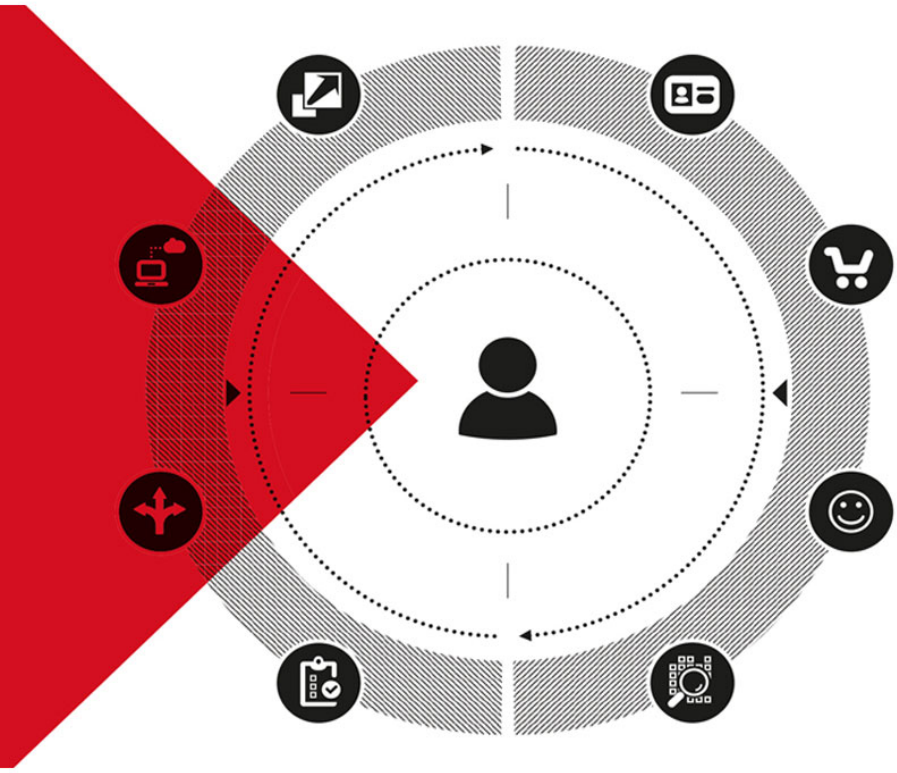

Thinking from the customer's point of view

Eight steps to a successful customer-centric business model

Customer wishes – today, tomorrow, and thereafter

This article reflects the status at the time of its publication. The content may since have become outdated.

20/03/2019 Porsche Consulting names the factors in customer-centric success.

Whether for products or services—if providers want to keep their existing customers and acquire more, they have to act more quickly and flexibly than ever. Classic business and sales models are on the way out. Who still buys CDs? Who goes to department stores when they need shoes? Who watches only linear TV, rents videos, or books their vacation at a travel agency? Customer-centric business models are changing whole markets at breathtaking speeds, and companies have to adapt. In a new white paper, Porsche Consulting describes the key to success in disruptive, competitive environments: customer centricity. Porsche consultants have identified eight factors for success that help companies master the transformation and orient their business models completely toward customers. The paper shows what companies need to do in order to rise above the competition in the future as well.

Link Collection

Link to this article
https://newsroom.porsche.com/en/2019/company/porsche-consulting-white-paper-success-factors-customer-centricity-17274.html

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https://pmdb.porsche.de/newsroomzips/3161c9d4-991c-4a18-ba64-b9fd0bbfea6e.zip

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