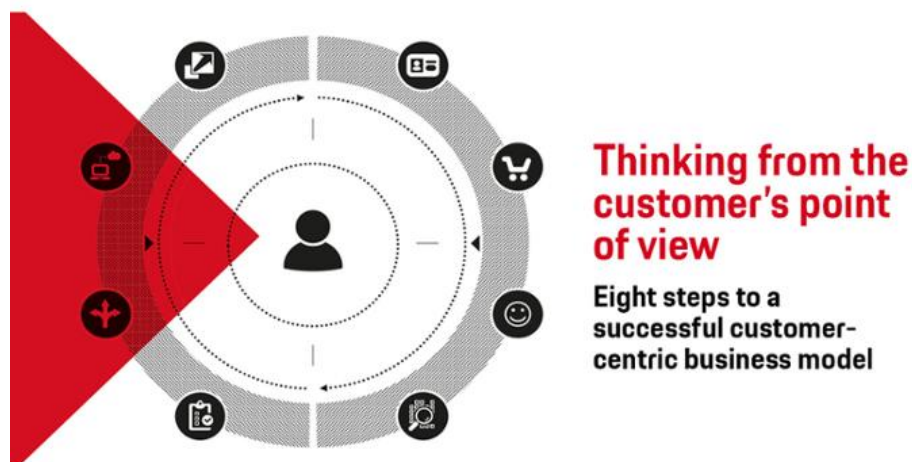


Porsche Consulting Mar 20, 2019

# Customer wishes – today, tomorrow, and thereafter

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>

### Media Package

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### Downloads

White paper "customer centricity", 2019, Porsche AG

### External Links

