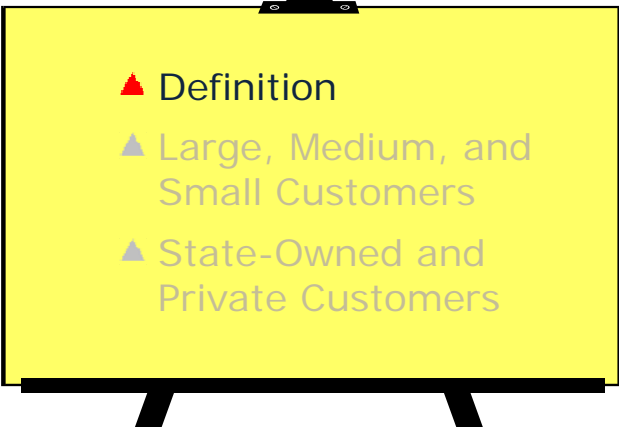


Observations of Differences in Customer Preferences for a Consulting Firm

- Scores and Impacts for Large and Small, State and Private Customers -
-

- 
- ▲ Definition
 - ▲ Large, Medium, and Small Customers
 - ▲ State-Owned and Private Customers

VALUOMETRIX

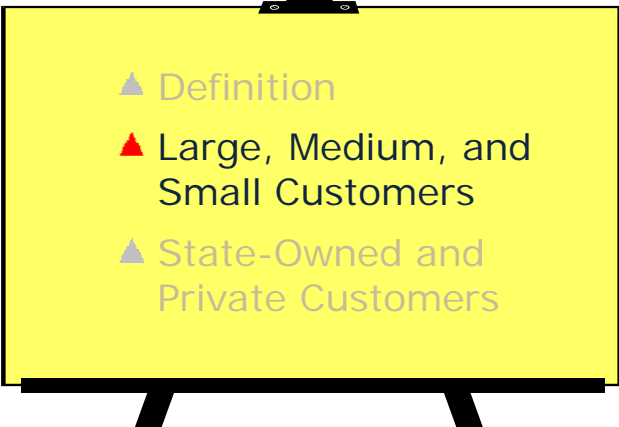
Definition of preferences

Preference

=

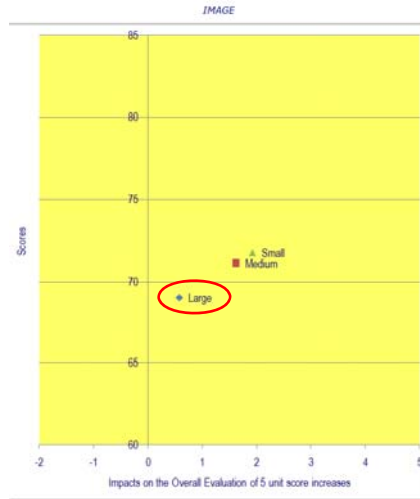
“A factor with a strong impact on the Overall Evaluation and thereby also on the Desired Behavior of a specific stakeholder group”

VALUOMETRIX

- 
- ▲ Definition
 - ▲ Large, Medium, and Small Customers
 - ▲ State-Owned and Private Customers

VALUOMETRIX

For Large customers Image has little impact on the firm's supplier attractiveness ...



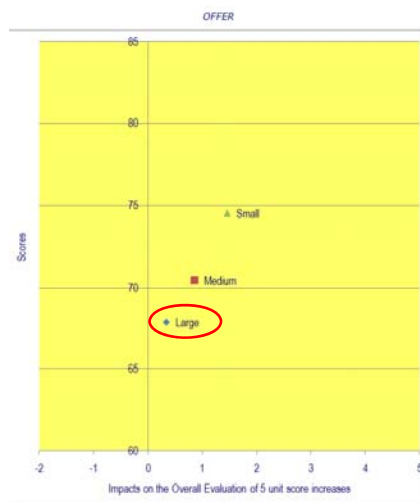
Observations - Differences in Preferences

5

AM Oct 10, 2010

VALUOMETRIX

... and the quality of the offer is not particularly important ...



Observations - Differences in Preferences

6

AM Oct 10, 2010

VALUOMETRIX

... but they do care very strongly about the consultants who help them ...



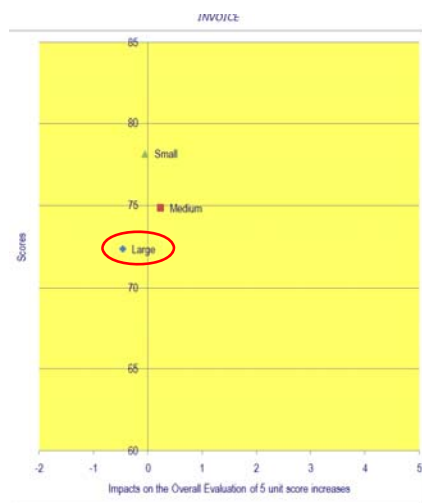
Observations - Differences in Preferences

7

AM Oct 10, 2010

VALUOMETRIX

... but not about the invoice ...



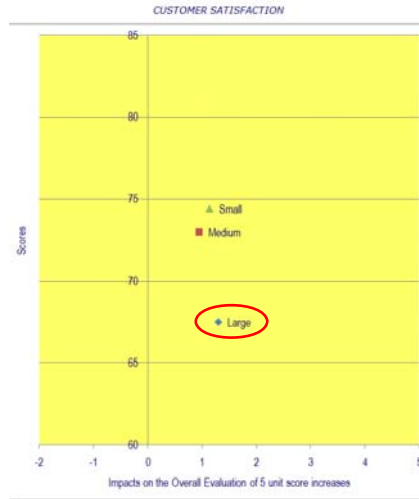
Observations - Differences in Preferences

8

AM Oct 10, 2010

VALUOMETRIX

... and previous experience is only moderately important for the firm's attractiveness

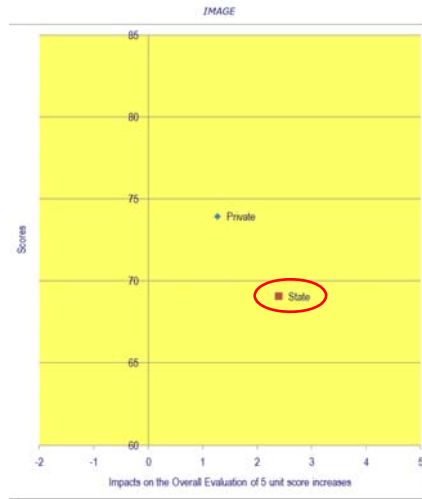


VALUOMETRIX

- ▲ Definition
- ▲ Large, Medium, and Small Customers
- ▲ State-Owned and Private Customers

VALUOMETRIX

State-owned customers are very concerned about the Image of the consulting firm ...



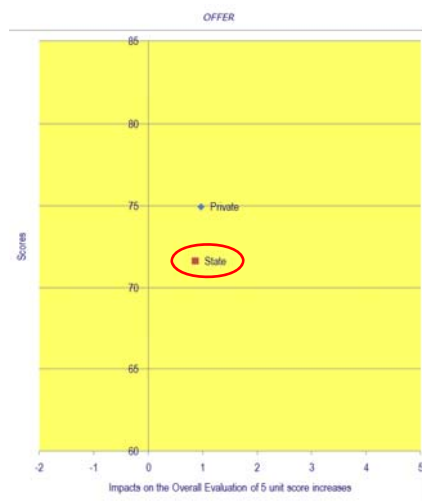
Observations - Differences in Preferences

11

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VALUOMETRIX

... while both state-owned and private customers pay some attention to the offer ...



Observations - Differences in Preferences

12

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VALUOMETRIX

... the state-owned customers are surprisingly uninterested in the consultants ...



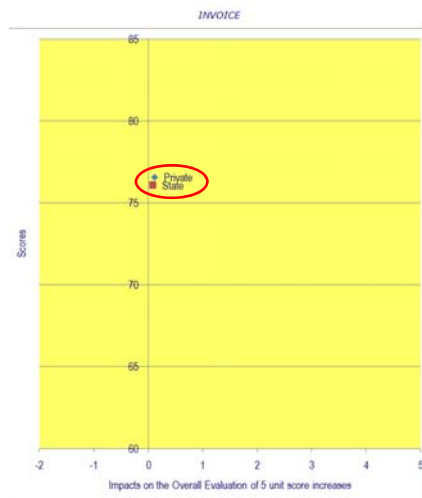
Observations - Differences in Preferences

13

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VALUOMETRIX

... and the invoices are of little interest to both customer segments ...



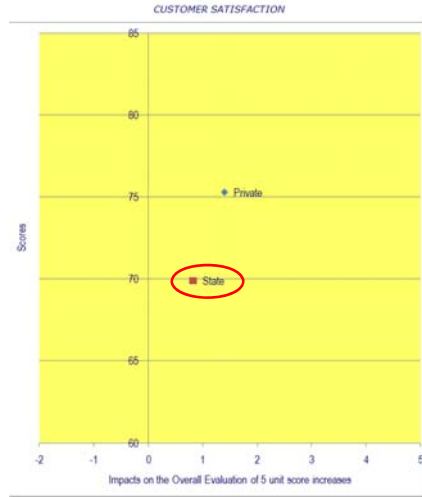
Observations - Differences in Preferences

14

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VALUOMETRIX

... and like before previous experience is not so important for the firm's attractiveness



Observations - Differences in Preferences

15

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