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# Case Study Seminar | Customer Centricity

Porsche Consulting | Stuttgart, March 2021

**Porsche Consulting**



**PORSCHE**

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# Agenda

- 01 Porsche Consulting - Who we are
- 02 Case Study Seminar - What to expect



# Porsche Consulting

**100%**  
Porsche

Subsidiary of  
Porsche AG

Founded  
1994

Focus  
Transformation

**4**  
Industries

Mobility  
Automotive | Aerospace  
Transportation | Mobility Services

Industrial Goods and  
Industrial Services

Consumer Goods

Financial Services

**670**  
Professionals

Ø 10 Years of  
Professional  
Experience

**12**  
Offices

Stuttgart

Paris

Hamburg

São Paulo

Munich

Atlanta

Berlin

Palo Alto

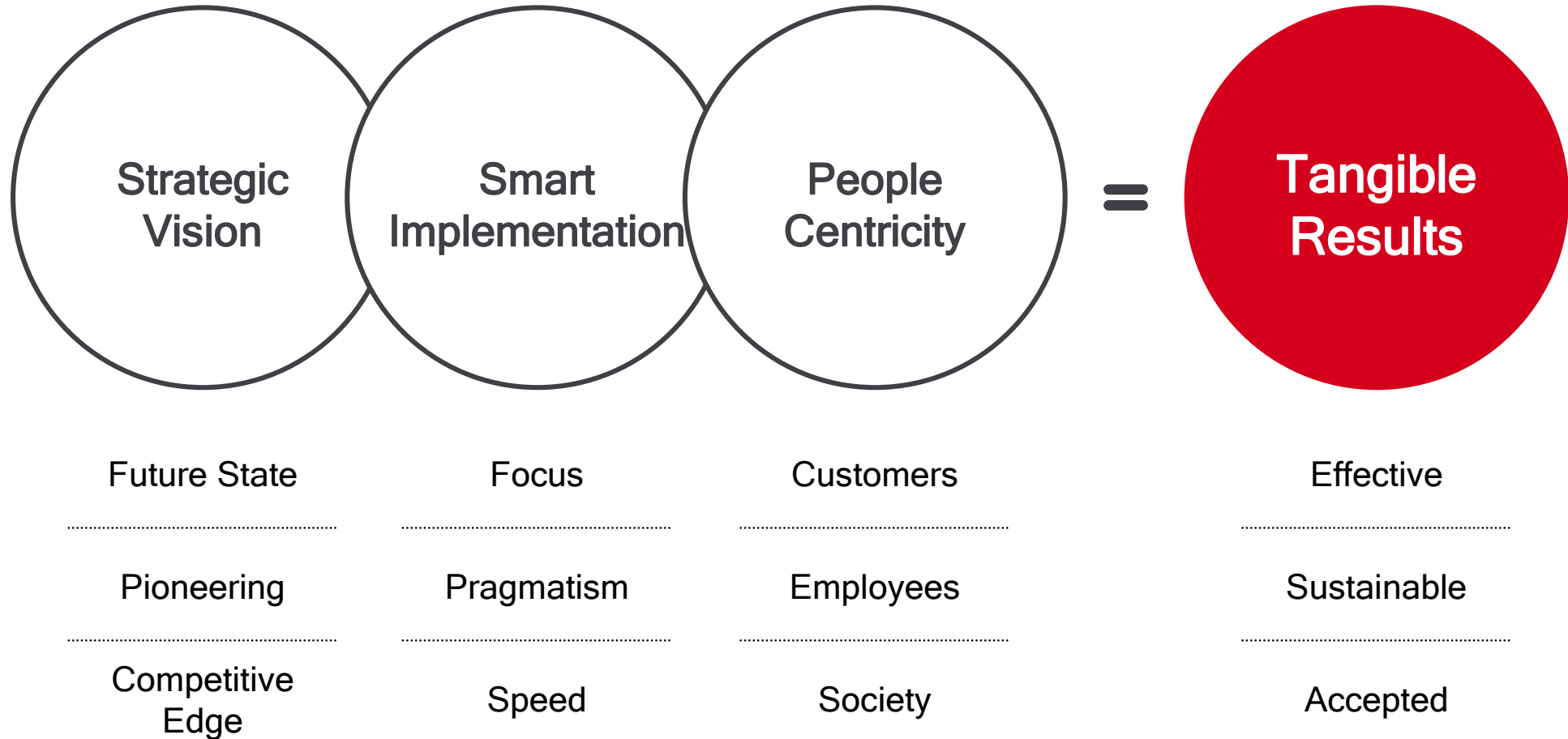
Frankfurt  
am Main

Shanghai

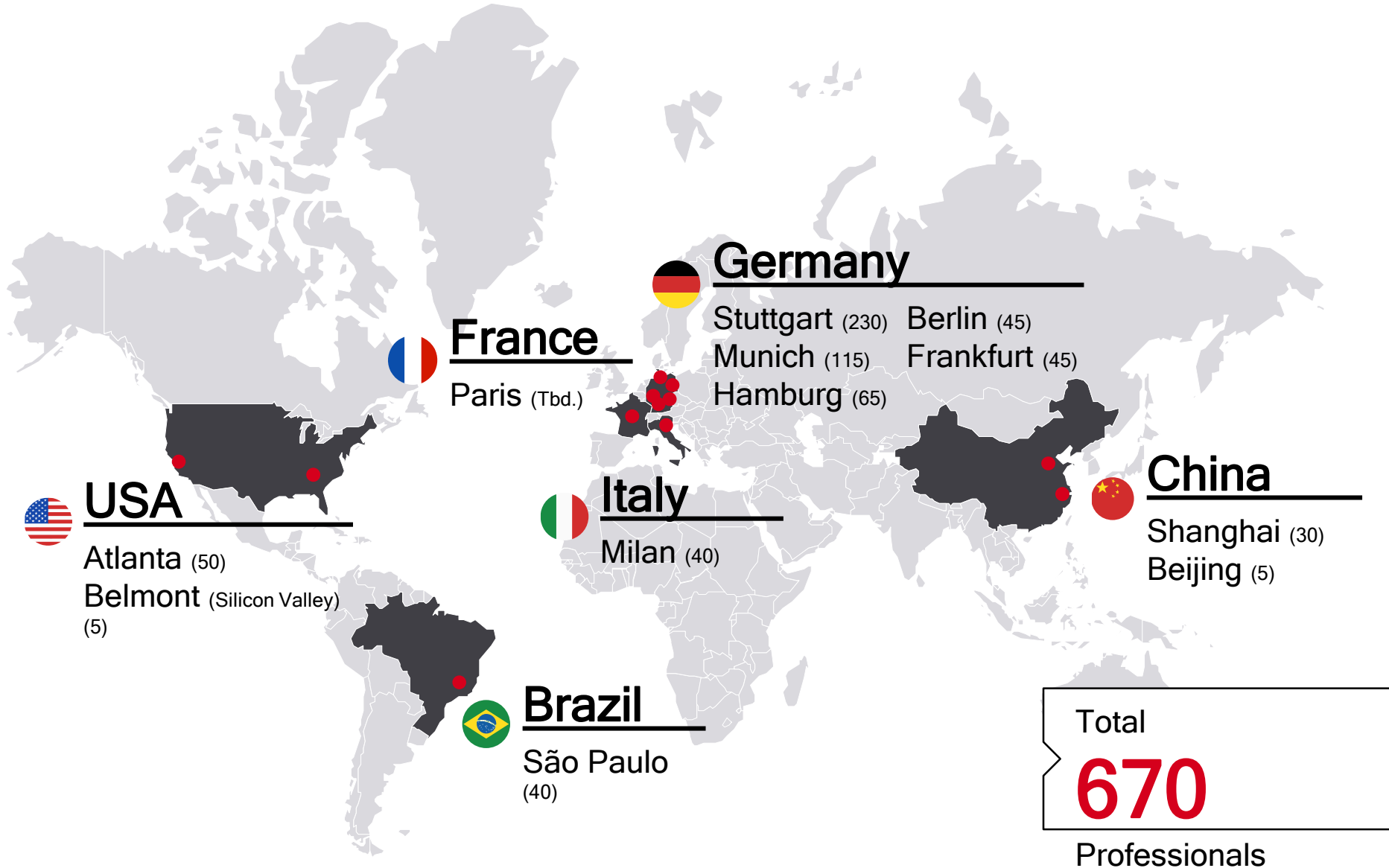
Milan

Beijing

# Our Way of Working



# Our Office Locations



# Our Clients

	<b>225</b> Clients		<b>800</b> Projects	

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# Case Study Seminar

## Thinking from a customer's point of view

Successfully transforming into a mobility provider of tomorrow requires automotive manufacturers to radically change their value propositions, to refine and digitize the customer experience they provide and to open-up towards greater collaboration and customer integration. This shift also implies the necessity to transform from a product-centric to a real customer-centric organization.

Would you like to design customer-centric strategies while shaping the future of mobility? Do you have the passion to drive the transformation of the automotive industry?

Take on the role of a consultant during the case study seminar and learn more about the relevance of customer centricity for the digital transformation within automotive. Together with Porsche Consulting and the IMM, you will analyze current trends shaping the automotive industry from a sales and marketing perspective, gain insights on the changing expectations and behaviors of customers and develop innovative approaches to master the transformational challenge towards a customer-centric organization.



# CHECK IN! Porsche Consulting.

## Further information

01 Target group

02 Prerequisites for participation

03 Application

03 Examination & credits

## Details

- Students of the **Master** Program in Business Administration
- Availability at the **kick-off workshop** on **07<sup>th</sup> May 2021** (10.00-11.30 a.m.) and the **final presentation** on **25<sup>th</sup> June 2021**
- **CV** (including information on grades and internships)
- Listing of overall **grades** (as automatically generated via ISC)
- Three concise **sentences** on **motivation** and **eligibility**
- **Deadline: 23<sup>rd</sup> April 2021**
- Selection on the basis of application documents by Porsche Consulting and the IMM
- **Presentation** to representatives of Porsche Consulting and IMM
- **3 ECTS** for Master BWL PStO 2018 (Wahlpool)

Please send your application to Johannes Hirschvogel: [hirschvogel@bwl.lmu.de](mailto:hirschvogel@bwl.lmu.de)



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