

Kundbemötande - framtidens viktigaste konkurrensvapen



Stora servicedagen 2019

Eva Gyllensvaan

Edumera Utbildning AB

www.edumera.se







Idag...

Dinkisar = double income, no kids

Opaler = old people, active life

Whopsar = wealthy, healthy older people

Me/we = 80-talister

Active Family

Curlingligan

Moklofs = mobile kids with a lot of friends

Forever Young





Hygglig
Lyssna
Kompetens
Glädje





Ann Andersson

Director of First Impression



3-20 sekunder!

Röda mattan!





