

**In the course of the lecture Marketing Performance Management,  
the Chair of Marketing invites you to the guest lecture of  
Prof. Dr. Tobias Schütz.**



Prof. Dr. Schütz is the head of the Chair of Marketing and Customer Science at the  
ESB Business School – Reutlingen University and will give a lecture about

# **Customer Orientation and Service Excellence**

**The guest lecture takes place:**

**January 11<sup>th</sup> 2017 – 17:00**

**Lecture Hall 2 / “Volksbank Hörsaal” (Building 22)**

Everyone interested in the topic is welcome.

Best regards,

The Chair of Marketing

Lecture topic and person:

### **Guest Lecture: Customer Orientation and Service Excellence**

Understanding customers – developing customer oriented processes – living customer orientation: Based on the Gap model of service quality, the lecture will show how businesses can establish systematic customer orientation. The focus will lie on large companies that operate in the B2C sector.

The lecture establishes theoretical concepts, offers numerous practical examples and introduces tools for the basic implementation of customer orientation and service excellence.

### **Prof Dr. Tobias Schütz**

Tobias Schütz is professor for Marketing and Customer Science at the ESB Business School in Reutlingen. His focuses in teaching, research, and projects are customer orientation, customer loyalty, service excellence and digital customer journey. Prof. Schütz is dean of studies of the German - Chinese Double Degree B.Sc. International Management and program director of the M.A. Strategic Sales Management and M.Sc. Business Consulting & Process Management. Additionally, he holds several advisory mandates at companies that operate in the automotive-, trade-, and information technology sector. Before he was appointed his chair at the ESB in 2010, Tobias Schütz worked as a project manager for the management consultancy firm Oliver Wyman and as a director for the market consultancy firm J.D. Power & Associates.