

Feedback.com - This website has been deliberately designed to be very simple.

Customer-Focused Strategic Marketing Consulting Services - B2B - B2C - B2B2C

English by Google Translate (pdf, 1 MB) (English.pdf)

"THE LOUDEST SELLS THE MOST." The era is over. "THE ONE WHO LISTENS THE MOST SELLS THE MOST." The era has begun.

Strategy - Plan - Test - Implementation - Field - Customer - Feedback - Analysis - Revision - Run



DO YOU KNOW WHAT YOUR CUSTOMERS REALLY THINK?

IN AN AGE WHERE PRODUCTS/SERVICES ARE CONNECTED TO TIME, PLACE, AND CAMPAIGNS, IDENTIFYING/KNOWING REAL NEEDS IS ESSENTIAL!

Those who live in different countries and cities know this. Brand A has achieved its desired market share in cities like Istanbul, Ankara, and Izmir, but it may not see the same performance in neighboring and smaller cities. In some countries, two large global companies cannot maintain their global market share; the one that enters first stays ahead for a significant period. Brand B can see the mistakes/shortcomings of Brand A, Brand A may fall into strategic blindness, Brand C can complement the shortcomings of both A and B, and Brand D can make localization and personalization practices a part of its global strategy.

When I moved to Sapanca in 2010, I had 4-5 different brands of white goods and electronic home appliances in my house. Over time, it narrowed down to one. The brands I gave up on were looking at things from their own perspective. The single brand I have left in my house also has shortcomings and still has areas open to development and improvement.

As long as there are politicians and borders, it is not enough to follow global and local trends much better than before; how much you can change and make a difference becomes important.

Evaluate your customer experience, marketing strategy, and after-sales processes from an independent perspective. Identify problems, discover opportunities, and determine concrete steps for customer-centric growth.

Whether you are manufacturing or providing services, whatever your business is (raw materials, heavy industry, machinery manufacturing, automotive, home appliances, defense, energy, technology, communications, software, banking, insurance, finance, real estate, tourism, travel, clothing, food, fast-moving consumer goods, media, entertainment...):

- **In addition to your classic marketing plan**
- **If you don't have a customer-focused strategic marketing plan**
- **or it exists, but you can't analyze its results correctly.**
- **or if you want it confirmed by a third professional and expert**
- **If you are wondering how far we are on localization and/or personalization issues**

You're in the right place.

GET FEEDBACK, BE SURE!

- **You may have tens, hundreds, or even thousands of employees in the field. You may also have customer loyalty programs. Can you truly put yourself in your customers' shoes?**
- **Are there any blind spots or gray areas?**
- **Are you selling through "Features and Benefits," or are you trying to understand the customer first?**
- **Are you selling emotions, products, services, or solutions?**
- **4P (product, price, place, promotion) or 6P (purpose, people, partners, peace, planet, prosperity) or 4C (customer value, customer cost, customer convenience, customer communication) or 6C ("customers, competition, communication, channels, conversion, content" or "company, content, community, customers, conversations, control")?**
- **Push or pull?**
- **Cross-sell or upsell?**
- **Sales are fantastic, but what about after-sales service?**
- **How often do your employees leave the company? If you have problems with your employees (internal customers), you will eventually have problems with other stakeholders and external customers as well.**
- **You have a website or websites, an e-commerce site or websites, even mobile applications, but if you feel or think there's a problem somewhere...**

You're in the right place again.

Are you using your social media accounts for corporate masturbation (AI apps found this expression heartbreaking, is it possible to stay politically correct?), or do your posts actually benefit your customers?

Your data is protected by confidentiality agreements.

ONE OF THE METHODS I FOLLOWED

I ask all your key veteran employees, including board members, the following questions: "What are three things you think you did best and were glad you did, as a company/brand/department (9 answers separately)?" Similarly, "What are three things you think you did wrong, or were late on?" These questions can be asked in writing or orally. There is a difference between asking these questions unprepared and giving them time to prepare.

For B2B, we will ask your corporate clients and/or dealers, for B2C, your end-users and/or consumers, and for B2B2C, both your distribution network and end-

users and/or consumers, whether they recommend your brand/company/products/services, whether they are satisfied, how easily they resolved any problems they encountered, or in which areas they experienced problems. We will check the accuracy of your existing questions in your past studies and analyze the answers you received. Localizing and personalizing questions instead of generic ones can be very meaningful.

NOT MORE DATA, BUT MORE ACCURATE INSIGHT. NOT MORE ACTIVITIES, BUT MORE ACCURATE DECISIONS.

Customer-centric strategic marketing is not just about asking the customer what they think. It's about asking the right questions, interpreting the answers correctly, and transforming the findings into concrete business decisions.

I independently evaluate companies' customer experience, marketing strategies, and after-sales processes.

WHAT ARE WE EXAMINING TOGETHER?

- Customer experience: Why do your customers choose you, why do they leave, or why don't they recommend you?
- Marketing and sales: How well do your product, pricing, communication, and distribution decisions align with the customer's actual expectations?
- Measurement and analysis: Do your surveys and KPIs really show what you need to know?
- After-sales processes: How easily are customer issues resolved, and how does this experience affect loyalty?
- Actionable strategies: What priorities need to be changed and what opportunities need to be seized based on these findings?
- I'm sharing a mini case study on AI applications feedback: ChatGPT (chatgpt.pdf)

LET'S EVALUATE TOGETHER HOW WELL YOUR COMPANY REALLY KNOWS ITS CUSTOMERS.

Let's review your current practices, customer feedback, and measurement methods. We'll identify areas for information loss, missed opportunities, or areas for improvement.

Which KPIs and their sub-components do you measure, and to what extent, including Net Promoter Score, Customer Satisfaction, Customer Experience, User Experience, Voice of Customer, Mystery Shopper, Usability, and Customer Loyalty? Are there discrepancies between what appears on paper or on screen and reality? Are you sure?

With a background in mechanical engineering (Boğaziçi University, '89) and a marketing-focused strategic management certificate program (1 year, Harvard, '96), and having reviewed over 250 case studies, I have 30 years of experience in customer-centric strategic marketing. I have provided consulting services to numerous large global and local companies (whose names I cannot disclose due to confidentiality agreements). These include one of the largest search engines, one of the largest social media shopping platforms, one of the best-known artificial intelligence companies, several large banks (corporate websites, online banking, or mobile applications), global automobile and tire brands, apparel brands, industrial companies listed in the ISO 500, and advertising agencies based in various countries. My resume can be accessed here. (SS_ECV.pdf)

If you'd like to meet and assess how customer-focused the company/institution you represent is, and where you have shortcomings or mistakes (or rather, how problem-free your operations are, that would be a great luxury), please contact

me:

- By writing to the email address gb@geri-bildirim.com (mailto:gb@geri-bildirim.com)
- or introduce yourself first with a short WhatsApp message (+90-542-2613263)
- or by writing on LinkedIn (<https://www.linkedin.com/in/senol-sonek/>)

You can reach us. Let's work together to help you become more customer-focused. For preliminary analysis and a roadmap, simply share the name (or brand) of the company you represent and a brief overview of the issue you wish to focus on/explore/resolve.

We all work WITH and FOR PEOPLE. That's where most of our problems lie. No matter how corporate we become, no matter how much technology we use, even if we get involved with artificial intelligence, we must not forget the human factor.

Şenol Sonek,
Sapanca, October 14, 2026

That day we saw factories, warehouses, offices, showrooms, shopping malls, people, and vehicles sinking into the mud in riverbeds. I added this sentence to test which AI applications can establish a connection between the services on this page and what's happening in the country. Humans do the connecting, but most AI fails because they truly lack the ability to feel sadness or joy. We talk too much and work too little; that needs to change...

I don't work with two companies that are direct competitors in the same industry.