

About us

MdS exists to provide support and energy to those companies who want to improve their customer orientation and their long-term commercial management, and those who their plan to increase customer loyalty and based on this to maximize their profitability in the long-term.

· We believe that improving customer relationships creates greater profitability.

· We believe in people: service quality is as necessary as any other aspect of quality.

· We believe in resilience: obstacles help us to grow.

· We believe that marketing is a service that creates happy customers and profitable companies and that socially we are better off with it than without it.

· We believe in Service as a tool to create loyal and profitable customers.

The team

We are a multi-disciplinary team led by **Juan Carlos Alcaide**. In MdS we have accumulated a deep knowledge about Sociology, Psychology, Economics, Statistics, Advertising and all the disciplines that touch our specialist activity in **Marketing, Customer Service and Customer Loyalty**.

MDS is a member of:



MDS is a partner to:



Our Offices

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MARKETING DE
SERVICIOS

MARKETING DE
SERVICIOS

15 years
thinking about your customers

Service Marketing and
Customer Management.



1. COMMERCIAL MANAGEMENT

- Commercial Audit.
- Restructuring the Commercial Function. Profitability analysis.
- Sales Plans.
- Commercial Action Plans (PAC).
- Creating sales arguments and supporting documentation.
- Value Proposition Design and associated segmentation.
- Development of the "Sales Funnel"
- Planning and Control



3. CUSTOMER SERVICE

- Customer service management improvement programs.
- Mystery Shopping studies.
- Post sales service.
- Establishment of service standards.
- Customer relationship techniques.
- "Customer First" programs.
- Customer Service Gap analysis.
- Service Director training programs.
- Customer service staff training.



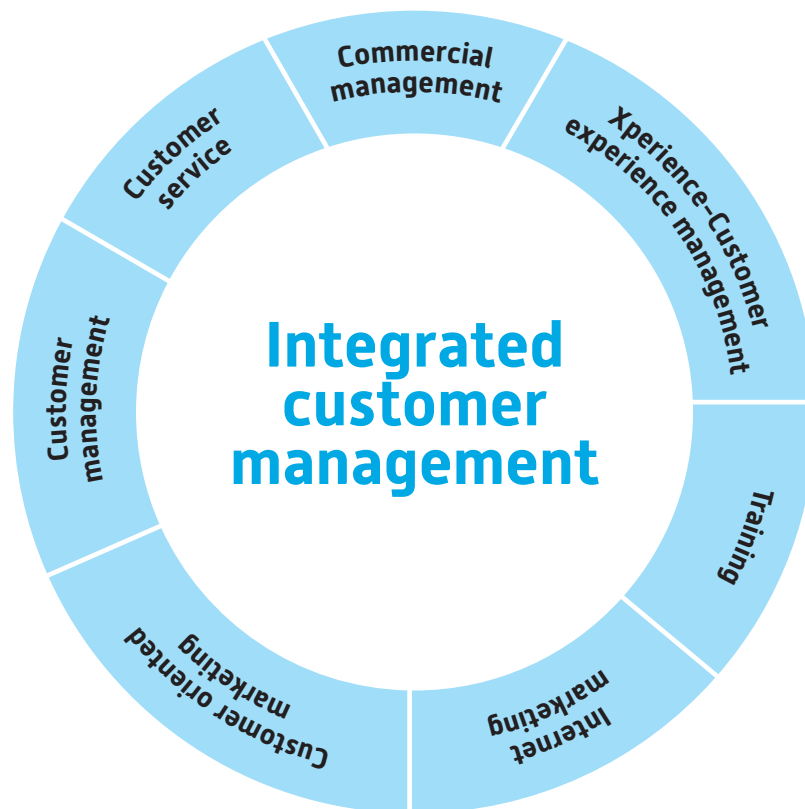
2. CUSTOMER MANAGEMENT

- Strategy design of the relationship management of markets and customers (Mercator).
- Prevention and containment of customer churn.
- Emotional engagement and linkage programs.
- Economic benefits and loyalty and demand incentives.
- MGM Programs MGM: "Member Get Member".
- Portfolio management and positive customer discrimination.
- Employee loyalty.



4. CUSTOMER ORIENTED MARKETING

- Marketing Plans.
- Market strategy development.
- Customer Orientation using strategic marketing analysis instruments (Ansoff, Porter Analysis, BCG, MSMC and others).
- Strategic Marketing Approaches, including branding and tactical positioning (cocktail marketing).
- Assessment of the company's customer orientation.
- Integrated cultural and organizational transformation to customer orientation.



5. XPERIENCE - CUSTOMER EXPERIENCE MANAGEMENT

- Customer Satisfaction studies.
- Customer Route Design with the Gex model (Experience Management, trade mark).
- Strategic sensations design, feelings, emotions, thoughts, actions, customer relations (experiential marketing).
- Qualitative and quantitative research of Customer Experience and Satisfaction.



7. INTERNET MARKETING

- Marketing online.
- Positioning on the Internet.
- Strategic management of social networks.
- Electronic Commerce.
- Heuristic analysis and comparative benchmarking.
- Loyalty creation through social networks.

THESE COMPANIES HAVE USED OUR SERVICES THIS YEAR (2011)

- Telefónica
- Egarsat
- Financiera y Minera
- Coato
- Asisa
- Grupo Mondragón
- Adeslas
- Securitas Direct
- Placo
- APD and many other companies.



6. TRAINING

- Management team training.
- Sales team training.
- Coaching and project mentoring of commercial teams and customer management teams.
- Loyalty creation and Customer Management.
- E-learning and Blended learning .

ESAC CUSTOMER SERVICE SCHOOL

- Service Director training and customer service training.
- Emotional Intelligence applied to Customer Service.
- Complaint and reclaim management.

