

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

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

The era of "the loudest speaker sells the most" is over. The era of "the most attentive listener sells the most" has begun.

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



Do you know what your customers really think?

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.

You may have tens, hundreds, or even thousands of employees in the field. You may also have customer loyalty programs. Can you put yourself in your customer's shoes? Are there areas where you're blind? Are you selling with "Features and Benefits," or are you trying to understand the customer first? Are you selling emotions, products, or solutions? Are you using 4Ps (product, price, place, promotion) or 6Ps (purpose, people, partners, peace, planet, prosperity), or 4Cs (customer value, customer cost, customer convenience, customer communication) or 6Cs ("customers, competition, communication, channels, conversion, content" or "company, content, community, customers, conversations, control")? Push or pull? Cross-sell or upsell? Sales are great, but

what about after-sales service? How often do your employees leave? 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 sites, even mobile apps, but if you feel or suspect something is wrong, you're in the right place. Are you using your social media accounts for corporate masturbation (AI apps found this expression heartbreaking, is it even possible to stay politically correct?), or are your posts actually contributing something to your customers?

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.

Your data is protected by confidentiality agreements.

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 1000 case studies, I have provided consulting services to numerous large global and local companies (whose names I cannot disclose due to confidentiality agreements) for 30 years in client-focused strategic marketing. 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.

If you'd like to meet and assess how customer-focused your company/institution 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 me. Let's work together to become more customer-focused.

**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.