



The Touchpoint Company

Anne M. Schüller

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Personnel Management in our new business world
368 pages, hardcover

CRM faces a new paradigm shift — Management between myths, false starts, and realistic hopes

“Those who cherish the illusion that future customer relationship management can be confined to the outer interface are mistaken. Change must also include the internal organization and the integration of internal systems. Today's silos are not suitable for a network economy. Thought leaders like Anne Schüller have put into place a collaborative organization model with agile market and competence teams. In her latest book she has presented an organizational concept which responds to the marketplace that is changing the most.” —*Huffington Post*

“Following her bestselling book "Touchpoints" in 2012, which put the customer at the center of attention, Anne Schüller has chosen to concentrate on the employees in a company in her new book. Given the digital transformation which has brought out the digital natives, who demand new working models, the author considers innovations in corporate interaction that is urgently needed.” —*FAZ*

“Trenchant, and entertainingly and clearly written, this book has everything it needs to be a practical guide to the future for entrepreneurs and executives.” —*managementbuch.de*

“Because points of contact to the customer become essential, companies have to position themselves differently.” — from an interview with Anne M. Schüller

“The company of the future is as round as a ball. No longer pyramid-shaped top-down, but outside-in. Starting at the customer to the employee and from there to the core of the organization. The points of contact to the customer become essential, and the customer becomes more and more a co-creator. Customers today like being asked what they want. And increasingly enjoy getting involved.” —*changeX*

“Never before have there been so many Touchpoints as today to keep customers coming back and to make them actively recommend one's services and products. In order to exploit this potential, it is necessary to use the "wisdom of crowds" and to motivate employees to be more customer-focused. This is possible in three ways.” —*Computer Week*

“Business Coach and best-selling author Anne M. Schüller provides the necessary tools in a comprehensive, clear, and practical guide to help companies cope with the new world of work.” — *Business -knowledge*

“The book certainly deserves the title "must read." It abandons the path of familiar and rigid leadership dogmas, takes a clear position, and argues for new ways of thinking and perspectives. The author demands a consistent customer-focused leadership and shows, in a striking way, the implementation of this focus by means of the employees' travel through the company's Touchpoints.” – *HR Books.ch*

“Managementbook Book of the Month! A top-class management book! Anne M. Schüller succeeds in transferring network thinking to leadership and management. She suggests that companies should no longer be thought of as hierarchical boxes, but as a network that communicates and operates with the help of Touchpoints.” — *managementbook*

ABOUT THE AUTHOR: Anne M. Schüller holds a degree in Business Administration and is one of the leading experts in loyalty marketing. For more than 20 years she worked as a manager within the sales and marketing departments of various global players. Today she is a successful consultant, keynote speaker, business trainer, and lecturer. Anne delivers top-class, motivating, hands-on and inspirational speeches on the following topics: customer-focused management, customer loyalty, recommendation marketing, customer recovery marketing, and emotional selling. She is also the author of ten management books and coined the term “total loyalty marketing.” Her book “Kundennähe in der Chefetage” won the Swiss business book prize in 2008. Amongst her clientele are top players of German, Austrian, and Swiss businesses including Allianz, SiemensForum, IBM, BMW, TUI, Novartis, Vodafone, A1 Mobilkom, Swisscom, Intersport, Schweizer Post, Basler Versicherungen, BITKOM, L'Oréal, HypoVereinsbank, Rewe, Erste Bank, Generali, Expert, Amgen, Sage Software, and Management Center Innsbruck.



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Being in close Contact with the
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