

Who is **Hans Albrecht Bartels**? As a CRM Consultant at **foryouandyourcustomers**, he helps you meet your customers' needs.



More about Hans Albrecht Bartels (hab) at <https://hab.foryouandyourcustomers.com>.

What Hans Albrecht Bartels offers

As a CRM Consultant, Hans Albrecht Bartels helps you build bridges between your customers and their needs, and the targeted roles and processes for these. Discussion, critical observation and also data help identify discrepancies between customer expectations and how well the different roles and points of interaction perform. This approach results in clear recommendations that overall lead to added value both for your company and your customers.

His goal is to work with you to create added value for both sides: for companies and for their customers.

His Background

Hans Albrecht Bartels studied science at the University of Bonn. His dissertation on the 'Spatial structure of air pollutants' was a first foray into the approach of using data to localise and describe problem areas. After completing subsequent training as an IT analyst in a chemical company, he switched roles entirely and became a project manager in the mechanical engineering industry, where he analysed processes, introduced software for logistics and production control, and took over the establishment of an IT department for three and a half years.

He gained international experience later as an IT auditor in the head office of a large corporation. In 1996 his career then took him to a well known Swiss retailer, where he was able to significantly develop and shape the use of customer data in the company based on a successful loyalty programme. Over a period of almost 20 years, he was Head of Marketing,

Head of Controlling, Head of Customer Analytics and a consultant in countless data utilisation projects. His focus was always on how to shape performance for the customer, so that added value was created for both the company and its customers. Hans Albrecht Bartels has been a foryouandyourcustomers Consultant since the start of 2016. He is married and lives in Switzerland's Zuercher Oberland.