

PRESS RELEASE

**maihiro is voted Top Consultant**

**The CRM experts are awarded the TOP CONSULTANT seal of approval and are among the best consulting firms specialising in the SME sector**

***Ismaning near Munich, 1 October 2014 – Award for maihiro GmbH: The company, with offices in Berlin, Hamburg, Munich and a subsidiary in Vienna, is among the best consulting firms specialising in the SME sector. It is the first time the company has won this award. The award offers guidance through the consultancy jungle and helps SMEs to find the right consultant. To qualify, maihiro had to go through an extensive evaluation process. Prof. Dietmar Fink from the Bonn-Rhein-Sieg University of Applied Sciences is in charge of scientific management. Hans Eichel is the mentor of the project.***

Many SMEs shy away from using external consultants. The reason for this is that the huge number of service providers makes it virtually impossible to find the right one. Finding the right match between client and consultant can be a bit like rolling a dice. maihiro has applied for the “Top Consultant” award and successfully completed the extensive evaluation process.

The determining factor for winning the award is the consultants’ ability to meet the specific needs of the SMEs. Only someone who understands their specific requirements and also takes them into consideration will become Top Consultant. Prof. Fink is overseeing the proceedings by conducting a customer satisfaction survey, amongst other things. Ten reference customers provide information on maihiro’s professionalism and consulting services.

The benchmarking report produced some interesting and enlightening results for maihiro on the subject of “competence”: It appears that customers have a particularly high opinion of the company’s communication skills - even more than the company rates itself. The consultants’ professional approach is also highly thought of, whereby customers consider the aspect of “integrity” (sincerity and credibility of the consultants) to be most important.

“The facts also speak for themselves. maihiro employs far fewer freelancers (five percent as against 24 percent) than other Top Consultants,” explains Uwe May, CEO of maihiro GmbH. “It is also interesting that we are way ahead when it comes to average turnover per project and client.”

Uwe May is delighted with the award: “It proves not only that our employees are doing a really good job but also that we are one step ahead when it comes to SMEs.”

“The consultancy market is still very much lacking in transparency. SMEs in particular need guidance when choosing a consultant. It is therefore the consultants’ role to emphasise their

skills and profile. An award such as Top Consultant lends an added level of credibility to our company,” says Prof. Fink about the “Top Consultant” competition.

#### **Über maihiro**

maihiro ([www.maihiro.com](http://www.maihiro.com)) is a specialist in Customer Relationship Management (CRM) und Business Analytics. Our consultancy supports clients in marketing, sales and service right through from advice on strategy, through process optimisation to implementation and management. The company is a consulting and implementation partner to SAP. Founded by Bernd Hesse, Uwe May and Mark Roes in 2000, today the consultancy employs over 100 permanent staff in its offices in Ismaning (near Munich), Hamburg and Vienna. In 2005 maihiro established a subsidiary in Austria under Matthias Götz. In 2013 the consultancy was awarded the IT Prize for Innovation in the CRM category and received the Top Job award for employers. In 2014 maihiro was awarded the Top 100 Seal of Excellence for Innovation. To date, maihiro has successfully completed 500 CRM projects globally.

#### **Weitere Informationen**

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