

Consulting News

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- 01 Editorial
- 02 Make decisions more easily and decisively
- 03 Will we soon be living in a „service wasteland“?
- 04 Market potential for sustainable fashion brands
- 05 Ask me anything – my answers to your questions!
- 06 Store Check: Nathalie Schweizer



«Cease to lament for that thou canst not help. And study help for that which thou lament's.»

William Shakespeare

01 Editorial

The year is coming to an end with giant strides, and you are in the starting blocks for the Christmas business. I believe in the power of personal advice, local presence, and individual customer loyalty, and I'm looking forward to discovering creative promotions and attractive offers in the coming weeks. Many people value local retailers and are happy to support them. Let's create unforgettable experiences for them.

I wish you every success and numerous „Magic Moments“ for the 2023 Christmas season!

Yours, Monique Fischer

02 Make decisions more easily and decisively

Every day, we make countless decisions. Most of them are so simple that we are hardly aware of them. But decisions can also determine the success of a project, the end of a relationship, or our health. Making such important decisions can sometimes feel like an impossible, almost paralyzing task. Behind this is usually the fear of making the wrong decision. Then it is tempting to bury one's head in the sand. After all, not deciding means making a decision and then having to deal with the possible consequences of not making it. However, we can learn to make important decisions more easily, quickly, and decisively.

[Read my new blog post](#)

03 Will we soon be living in a „service wasteland“?

Do-it-yourself is increasingly part of our everyday lives. Whether it's self-check-in at the airport, self-check-out at the cash register or packing the products we buy ourselves, we are taking on many tasks that people used to do for us. On the one hand, this development is due to today's technical possibilities; on the other hand, it is often the result of cost pressure and a lack of skilled workers. For some services, self-service is perfectly acceptable and makes sense. But if customers are looking for specific advice, it should be personal, competent, and comprehensive. Many have forgotten what good customer service all is about. It's about identifying, responding to, and meeting customer needs to create an all-around positive customer experience.

Surely you have experienced being given the brush-off by sales staff with the words „I'm not responsible for that“ or your payment at the checkout being handled in a bored manner without eye contact. Then we shouldn't be surprised if stores have to close, or customers prefer to store online. I don't expect attention, empathy, appreciation, and trust from vending machines - I do from people. And that is exactly your big chance.

I can help you create unforgettable shopping experiences for your customers.

[My Competence](#)

04 Market potential for sustainable fashion brands

In a series of reports, YouGov has looked at the topic of sustainability in the fashion industry. A large proportion of consumers already buy or would like to buy more sustainable fashion soon. However, the biggest barrier is still price. The textile industry is therefore faced with the task of finding ways to produce affordable sustainable garments. In addition, brands, as well as retailers, should raise awareness of sustainable brands, lines, and products, communicate their sustainability policies and measures, and make more references to their respective sales channels. As far as sustainability claims by brands are concerned, however, consumer skepticism is particularly high in Europe. In Germany and France in particular, most consumers believe little in such statements. So, a great deal of convincing still needs to be done.

05 Ask me anything – my answers to your questions!

In three new videos, I share personal insights and experiences with you. This time it's about how I help companies improve their sales management and increase their sales figures. I also explain what sustainability in the textile industry means to me and the role mindset plays not only in work, but in our lives.

Let's learn together and inspire each other!

[Let's learn from each other!](#)

06 Store Check: Nathalie Schweizer

In my new video series „Store Check“ I take you to my inspirational customers. I'm starting in the heart of Zurich with Nathalie Schweizer. Here, colorful swimwear meets perfect fit and Italian craftsmanship. Creativity and positive customer experiences play a big role for her. With her, you will discover the magic of personal advice and design. We also talk about sustainable textiles. During the store check, I'll take you into my everyday life:

[Watch my new video](#)

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Adidas: Pop-up-Store «Laundromat»

The brand presents a new concept in Berlin inspired by a laundromat. The basic idea is to combine innovation and sustainability with local youth and neighborhood culture. Adidas is deliberately keeping a low profile with its own branding to focus on the product range and local partners.

Detecting Fakeshops

Fake stores cause millions in damages. The sites look quite normal. The offer is good. But then the goods don't arrive. Over the years, fake stores have become increasingly professional and difficult to recognize, even for experienced Internet users. That's why the consumer centers in Germany have developed an app: Fakeshop Finder.

