

## Our Core Values



Our customer, our philosophy,  
our leadership culture

# Our customer

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- He is the most important person in our company, whether he comes in person, writes to us or phones.
- He is not dependent on us – we depend on him.
- He is not an interruption of our work – he is the whole purpose of it.
- He comes to us with his wishes and it is our job to fulfil these wishes in a way that is profitable to him and to ourselves.
- He is not a cold statistic, he is a flesh-and-blood human being with emotions and prejudices like our own.
- He is not someone with whom to argue or match our wits. No one has ever won an argument with a customer.
- He is part of our business, not an outsider. We are not doing him a favour by serving him. He is doing us a favour when he gives us an opportunity to do so.



## Our philosophy

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- Happy customers
- Happy employees
- Happy investors



# Our leadership culture

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- Achieve mutual goals through cooperation and teamwork
- Be an example – be genuine
- Actively tackle jobs and problems and solve them
- Define together measurable, high targets that are nonetheless achievable
- Delegate – not only the jobs but also the responsibility
- Monitoring is not only a job, but also a opportunity to motivate
- Guide by asking questions, convince by reasoning
- Acknowledge, encourage and motivate by praising
- Help and correct by giving constructive criticism
- Solve problems together in a team – we have won
- Actively involve the works council in managerial functions
- Not only offer, but also consciously gather information
- Conduct appraisal interviews, looking at the person as a whole
- Actively promote basic and advanced training
- Actions speak louder than words – so let's act together



