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BCON Automotive awarded as TOP Consultant 2021



TOP CONSULTANT competition puts consulting quality under the microscope / customer survey on scientific basis

Frankfurt am Main – Existing in the consulting elite: BCON has been awarded with the TOP CONSULTANT-seal 2021. This makes the consulting firm one of the best for medium-sized business companies in Germany and it has been allowed to carry the seal since June 15th. For the 12th time, the nationwide TOP CONSULTANT competition examined on a scientific basis how well the participants advised their medium-sized clients.

The basis of the competition is a survey of medium-sized companies that had previously worked with the participating consulting firms. The reference customers named by BCON, provided information on how professional the management consultants appeared, how satisfied they were with the consulting services and whether they would recommend BCON to others. On behalf of compamedia, the Wissenschaftliche Gesellschaft für Management und Beratung (WGMB) from Bonn conducted the scientific survey and took a close look at the participants. According to WGMB, the device factor is a customer-oriented, SME-oriented consulting service (for more information according to the test criteria, see www.top-consultant.de/pruef Kriterien).

BCON has made it and is one of the best consultants for medium-sized businesses. Since the company was founded in 2011, the consultants based in Frankfurt am Main have made a name for themselves, especially with their expertise in the automotive industry. Realigning corporate strategy to the permanent economic transformation, innovative sales and marketing concepts, digital and efficient processes, agile project management - the consultants at BCON deal with all of these. They specialize in the automotive industry and score with experience, digitalization and implementation strength. The projects of the owner-managed management consultancy revolve primarily around the market-oriented sales, service and e-mobility business of automotive manufacturers, suppliers, importers and automotive trade groups.

Since the company was founded over ten years ago, BCON Consultants have successfully implemented well over 1,000 projects. Founder and Managing Director Alexander von Buzay went straight into the consulting business after his training at Mercedes-Benz and his business studies and can now look back on 30 years of experience in the automotive industry. His consultants also have a high affinity to the automotive industry and practical experience in consulting or in IT, industrial and commercial companies in the automotive sector. Because BCON follows an agile and digital project management approach, they are also certified Scrum Masters.

Customized solutions:

"We don't provide our customers with standard concepts, but advise them individually", emphasizes Alexander von Buzay. Since he and his team are able to think their way into their customers issues, they develop custom-fit, mostly digital solutions. Working in an international environment also means that BCON consultants have numerous best-practice examples from which other projects can benefit. Digital transformation is a major topic among customers. One example is the transformation of a trading company of an international automobile manufacturer: BCON supported the medium-sized company in setting up digital dealer network structures along the customer journey. This also enabled efficiency potential to be identified and leveraged by optimizing processes.

Holistic approach, from concept to implementation

"We planned the entire project from A to Z and then accompanied the practical implementation," reports Alexander von Buzay. This holistic approach, from the concept to the mostly digital implementation, is particularly appreciated by medium-sized companies. Long-term customer relationships like the one mentioned in the example are not uncommon. Due to the current economic transformation, for example in electromobility, related industries such as the energy industry and telecommunications technology are also moving into the focus of BCON consultants.

Prof. Dr. Dietmar Fink, Professor of Management Consulting at Bonn-Rhein-Sieg University Applied Sciences, heads the Scientific Society for Management and Consulting together with Bianka Knoblach. They decide, who is named a Top Consultant. Prof. Dr. Dietmar Fink points out, that it is important that the consulting companies know the special needs of their medium-sized clients and respond to them.

On November 26th, there will be another reason to celebrate: All the top consultants of the year 2021 will come together for the TOP CONSULTANT finale at the 7th German SME summit. As mentor of the competition, former German president Christian Wulff will personally congratulate each top consultant.

About the Consultant TOP CONSULTANT comparison

Relevant for the award of TOP CONSULTANT seal of quality is a customer-oriented, medium-sized business-oriented consulting service. Decisive for the award of the TOP CONSULTANT seal of quality is a client-orientated, SME-oriented consultancy service. The field of participants in the competition, which has been organized by compamedia since 2010, consists largely of management, IT and HR consultants. These companies face scrutiny from the competition's scientific directors: Prof. Dr. Dietmar Fink, Professor of Management Consulting at Bonn-Rhein-Sieg University of Applied Sciences, and Bianka Knoblach. Both head the Scientific Society for Management and Consulting (WGMB) in Bonn. The mentor of TOP CONSULTANT is former German President Christian Wulff. The media partner is manager magazine.

More information as well as general picture material can be found on the internet at www.top-consultant.de/presse or via e-mail to presse@compamedia.de. For more information about the award-winning company, contact:

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