

Wolfgang Auinger

Wolfgang Auinger, gastrosophist, lecturer, Austriaguide and entrepreneur with passion, has been leading study, cultural and gourmet tours for 32 years. Throughout Europe, he inspires guests from all over the world with customer experiences at the highest level. At Danube University Krems, he teaches in the area of quality management with a focus on customer orientation. His clients include small and medium-sized companies, associations and international corporations. Today, he conveys his wealth of experience gained over many years in the fields of customer relations, destination management, tour design, service marketing and customer amazement in his lectures at congresses and forums. He knows how to captivate his participants with storytelling and gives them the tools to inspire and win people over with stories. Industry expert Wolfgang Auinger is always a welcome speaker at customer events. He encourages people to take new paths and make customer enthusiasm a corporate philosophy....

„Customer experience as a success factor - How to inspire and win people with stories“

Themen

Customer fascination — How customers become fans of your brand

- How to recognize the individual needs of your customers
- How to create experiences that have a lasting emotional impact on your customers
- How to ensure that satisfied customers become enthusiastic repeat customers

Storytelling — How to captivate customers with stories

- How you create emotional worlds of experience and become unique
- How to present and sell your products faster and easier with the involvement of your customers
- How to turn customers into ambassadors of your brand with the right communication strategy

Pleasure fascination — How to create your own moments of happiness and success every day

- How to sharpen your focus on the essentials in the age of digitalization and "over-muchization"
- How to recharge your batteries and gain energy with mindfulness at work and in the family
- How to reduce stress, gain concentration and increase your effectiveness

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Referenzen & Presse

„I have known Wolfgang Auinger for many years as a tour guide and travel designer. Due to his experience, my groups such as various cultural associations or the pensioners of the National Bank are in very good hands with him.“ **Heinz Köhler**

„Wolfgang Auinger is the best travel guide and understand it to inspire travelers. I don't know a greater epicurean and therefore it is a pleasure to be able to use him as a tour guide for 'gourmet trips'.“ **Josef Weiermair**

„Wolfgang Auinger was able to fascinate us.“ **Resch & Frisch**

„He inspires his customers. That make us more successful.“ **Inteco**

„He left the stage and more registrations came in.“ **Gegg Reisen**

„If 'Gugelhupf' or bacon or cheese, whine or oysters — if Wolfgang Auinger starts to tell about these things, the whole hall is getting hungry for more.“

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