



Service Expert No 1 in Germany

Sabine Hübner is the number 1 service expert in Germany. Customer orientation and service quality are her core topics. For her, service culture is not a project, but an attitude.

After graduating from high school, Sabine Hübner (*1966) studied French and Spanish in Vienna from 1984 to 1988. She then worked in customer service for various travel companies in Salzburg and Munich and was responsible for their optimisation. In 1991 she founded her own service company, specialising in the development and implementation of practice-oriented service strategies in service companies. The following year she takes over the conception and implementation of customer service and organisational strategies in a medium-sized specialist printing company in Munich, of which she is appointed partner and authorised signatory in 1994. In 1999 Sabine Hübner became a consultant in the field of customer service in a specialist network for strategic sales development and in 2000 she became a partner of "Unternehmen Erfolg®". With "surpriservice®" she develops a multi-level method for advising and supporting companies in the area of customer orientation, customer loyalty and increasing turnover. In 2013, Sabine Hübner founded the management consultancy RichtigRichtig.com together with Carsten K. Rath, focusing on leadership and excellence. With her company forwardservice, founded in 2020, Sabine Hübner brings service culture forward internally and externally exactly where it is most often stuck - with tools, advice and support along the entire customer journey and beyond.

In 2001, Sabine Hübner received the "Excellence Award" from "Unternehmen Erfolg" and Focus magazine ranked her among the "success makers" in Germany. In 2009, she came first in the "Speakers" category of the Conga Awards and in 2012 she was named "TOP Speaker of the Year".

Her high level of expertise and her lively presentations make Sabine Hübner a sought-after speaker and moderator at congresses, customer events and kick-offs - remote, live or hybrid. With fresh ideas, unusual methods and her Austrian charming and rousing presentation style, she succeeds in inspiring the audience and participants of her events to change - and in this way establish a new quality of service and sales motivation.

Topics (Selection):

- Service makes the Difference