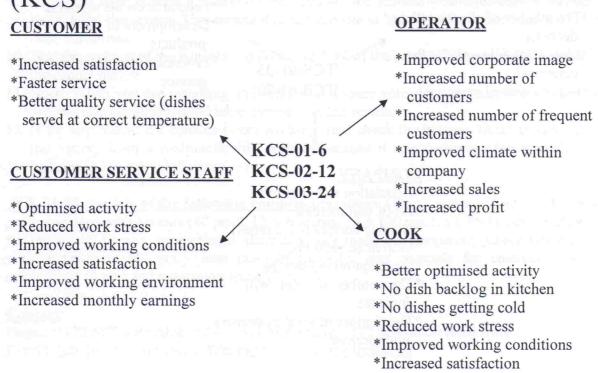
BENEFITS FOR PROJECT PARTICIPANTS

COMPANY PRODUCT/SERVICE **PROVIDER** *Faster service *Higher quality service *Customer base created *Increased customer satisfaction *Feedback about products *Increased number of customers *New product development *Increased number of frequent *Revenue from sales and customers service KCS-01-6 *Optimised activity KCS-02-12 *Improved working conditions KCSB-03-24 *Happy staff *Improved image *Increased profit **COMPETITORS** *Lower quality service *Decreased number of customers *Stressful working conditions *Less motivated staff *Reduced competitiveness

BENEFITS FOR COMPANY & CUSTOMER (KCS)



ADVANTAGE FOR THE COMPANY AND CLIENT

ENTREPRENEUR *Company's reputation will improve *The number of loyal customers will increase *Company's internal climate will improve *The sales will grow (min.10%) TCS-01-35 *Profit will increase TCS-02-70 SERVICE STAFF

CLIENT

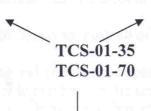
- *Increasing satisfaction
- *Quicker service (~1.2 times)
- *Can order more
- *The environment will improve
- *More privacy

- *More optimized activity (20-40%)
- *Work-related stress will decrease
- *Working environment will improve
- *Monthly income will increase

ADVANTAGE FOR THE PARTICIPANTS IN THE PROJECT

COMPETITORS

- *Lower service quality
- *Decreasing competitiveness
- *The number of clients will decrease
- *More stressful work for the personnel
- *Less motivated personnel



PRODUCT/ SERVICE **PROVIDER**

- *Formation of client database
- *Feedback on the products
- *Development of new products
- *Proceeds from the sale and service

COMPANY

- *Reputation will improve
- *Profit will increase
- *Ouicker service (~1.2 times)
- *Motivated personnel
- *More optimized service
- *The number of clients will increase
- *The number of loyal customers will increase