

Group 4 – Searching for reviewers

Results

Reduced costs:

- Manual work time of employees

Improved performance:

- (up-to-date data base)
- Faster
- All possible reviewers evaluated regarding expertise
- More effective distribution
- Fast change (exclude retired person)

Better decision-making:

- (Comprehensiveness in information ensured)

Higher customer satisfaction:

Better customer segmentation:

Improved customer experience:

- Immediate response

Better products & services:

- No or fewer conflicts of interest
- Better quality of final result
- Unbiased match-making
- Measure performance of reviewers

Business innovation:

- You can add it as a ad-on feature to subscription