

Executive Summary

E-Train® is a consultancy agency specialized in the improvement of Customer Service, focusing on companies with a large front-line desk-operating workforce. The service offered by E-Train® is highly innovative due to the use of state-of-the art Emotion & Voice Recognition Software. No other training program uses such advanced technology to analyze employees' service performances. Software with similar features is already on the market, but needs artificial lighting and cannot monitor in real-time. The advanced Emotion Recognition Software makes it easy to clarify for employees where they can improve their performances, this by using facts instead of judgments.

Market Opportunity

Profit and growth are stimulated primarily by customer loyalty, and loyalty is a direct result of customer satisfaction. This is largely influenced by the value of service provided to customers. Value is created by satisfied, loyal, and productive employees. Successful service innovators invest in their employees' willingness and capability to perform at consistently high levels. These investments commonly include careful hiring, initial and ongoing training and education, information sharing, performance-based compensation, teaching, selling and reinforcing the desired brand image to employees.

Why is satisfaction important to service managers? There's convincing evidence of strategic links between the level of customers satisfaction achieved for a company's services and that firm's overall performance. Researchers from the University of Michigan found that, on average, 1 percent increase in customer satisfaction is associated with a 2.37 percent increase in a firm's return on investment (Lovelock & Wirtz 2007).

Based on interviews with supervisors of the two largest fast-food companies in Amsterdam E-Train® discovered the market opportunity. The fast-food companies find it hard to evaluate and quantify their service levels. Another issue is that evaluations of the service levels are currently based on rather subjective findings. Therefore E-Train® provides an excellent solution with her, on objective figures based, data collection-, evaluation-, and training tools.

Service/Technology/Products

Emotion Recognition Software (ERS), Voice Recognition Software (VRS), Eye-Tracking Software (ETS) are the technologies used to perform an analysis of the performance of the front-line employees at POS. These technologies are capable of monitoring the facial expressions, voice intonations, and the visual contact made by the employees. Based on the collected data, the E-Train® consultants will provide an objective evaluation of the performances of the employees. With these gathered insights, E-Train® is able to perform a focused and effective training for the client.

Team

The management team comprises of four individuals, Jeffrey van Dijk, Christiaan van Gageldonk, Yvonne de Zeeuw and Daan Zoetmulder. The team has a founded background in marketing, customer satisfaction surveys, acquisition, and technology commercialization. With two MScs and two BScs they also have a strong academic background. Further the team possesses a bottomless source of perseverance.

Business Model

E-Train® can be classified as a 'consulting company' in the business to business market. It delivers monitoring- and training facilities for all companies that operate a frontline desk. The Software is developed and owned by *The Intelligence Lab Amsterdam* (ISLA) and is hereby the most important strategic partner. ISLA is willing to negotiate a five-year licensing agreement with E-Train® which makes it possible to obtain the exclusive worldwide rights for the software with the purpose of employee training. Further we're engaged in a partnership with *McDonalds Amsterdam*, they agreed to serve as our testing ground for our E-training program. This offers great opportunities for E-Train®; if the training is proven successful we have a valuable case to present to McDonalds Netherlands (and other companies) which offers enormous potential incomes.

Summary of Projected Income Statement

Year 1	Month 0	Month 2	Month 4	Month 6	Month 8	Month 10	Year 2	Month 2	Month 4
Revenue	0	6.000	12.000	12.000	12.000	24.000	Revenue	24.000	24.000
Profit	-7180	-10.080	-13.312	-16.062	-13.762	-12.826	Profit	22.174	48.174