

	Cost-Value Vector	Spending on Customer Service [% of tot invest]	Customer's perception of value [% tot 100%]
1	Manual availability	60,00	5,00
2	Hotline support	15,00	60,00
3	Help locate repair service	10,00	20,00
4	Manual updates	10,00	5,00
5	Respond to letters	5,00	10,00

Source Accenture: <http://www.accenture.com/SiteCollectionDocuments>

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