



## **SME PACKAGES SERVICE**

**FOR THE CONTINUOUS  
IMPROVEMENT OF YOUR  
CUSTOMERS' EXPERIENCE  
WITHIN YOUR COMPANY!**



**ARE YOU AWARE OF WHAT  
YOUR CLIENTS THINK OF YOUR  
GOODS AND SERVICES?**

**DO VISITORS TO YOUR STORE  
GENERALLY HAVE A POSITIVE  
EXPERIENCE?**

**DO YOU KNOW WHAT YOUR CLIENTS  
THINK ABOUT YOUR OFFERINGS'  
VALUE FOR MONEY?**



Customer experience is now more crucial than ever, and customer expectations are rising. Customer demands are unpredictable, and the lifespan of goods and services is increasing. At the same time, consumers are faced with an expanding range of options. Offering customers a service that meets their expectations while also attracting new ones is crucial if you want to keep them as clients. Thus, incorporating customer experience optimisation into a comprehensive growth strategy is paramount.



# THE BENEFITS OF USING SME PACKAGES - SERVICE

It is often cheaper to keep your current clients than to find new ones. You can acquire SMART recommendations from **SME Packages – Service**, which can immediately be implemented within your business, providing your customers with an unforgettable experience, according to the following packages.



● **Atmosphere:** the customer journey, the atmosphere of your retail space, etc.



● **Customer relationship:** understanding your clients' needs, providing a personalised service, interacting with them, and having the right attitude are all part of good customer relations.



● **Products:** harmony between your offer, your target market, and the cost-to-quality ratio of your goods and services.



## WHAT ARE THE STEPS?

# 1

### Pre-analysis of your current situation

You make an appointment with the House of Entrepreneurship of the Chamber of Commerce or with the eHandwiera department of the Chamber of Skilled Trades and Crafts (for craft businesses) for a pre-analysis of your current service situation and to identify priority actions.



# 2

### Definition of your package and choice of service provider

You then choose your package and a specialist service provider that best meets your expectations. Together you agree on a quote of between €6,650 excluding VAT and €25,000 excluding VAT.





3

### Submitting and reviewing your application

Your application is completed by a House of Entrepreneurship adviser or by an eHandwerk adviser for craft businesses. The General Directorate for Small and Medium-Sized Enterprises of the Ministry of the Economy analyses and makes a decision on your application. An acknowledgement of receipt will be sent once the application has been accepted.



4

### Implementation of your package

The service provider identifies possible points of friction as well as areas for improvement and suggests practical ways to improve the experience of your customers, based on the abovementioned areas.



5

### Assessment of your package

Once the service provider has finished providing support, you will receive an evaluation that will enable us to determine your level of satisfaction. At that point, the application process will be deemed closed.



6

### Your voucher

The final bill is paid to the service provider. The General Directorate for Small and Medium-Sized Enterprises of the Ministry of the Economy will provide you with a grant of €6,000.



## AM I ELIGIBLE FOR THIS PACKAGE?



### YOU ARE ELIGIBLE IF:

- ✓ You have a business permit granted by the General Directorate of Middle Classes of the Ministry of the Economy;
- ✓ Your company meets the conditions for SMEs in terms of staff, annual turnover, and annual balance sheet.



## READY TO REINVENT YOUR CUSTOMERS' EXPERIENCE?



## CONTACT US!



LE GOUVERNEMENT  
DU GRAND-DUCHÉ DE LUXEMBOURG  
Ministère de l'Économie

Direction générale des classes moyennes

HOUSE OF  
**ENTREPRENEURSHIP**

powered by the Luxembourg Chamber of Commerce

**CHAMBER  
OF COMMERCE  
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POWERING BUSINESS



**CHAMBRE  
DES MÉTIERS**  
LU L'ÉTENDUE

**For all sectors outside the craft industry  
(trade, hospitality, services, liberal professions, etc.)**

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**For companies in the craft sector**

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