

**Master's Thesis Evaluation by the Supervisor**

**Title of the Master's Thesis:**

Optimization of Customer Service with Respect to Profitability and Customer Satisfaction: Case Study of Hilti

**Author of the Master's Thesis:**

Bc. Jiří Jindrák

**Goals of the Master's Thesis:**

To draw concrete steps that would lead to an increase of both profitability and customer satisfaction of the Hilti after-market service.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>96</b>
<b>Final grading</b>	<b>Excellent (1)</b>

**Overall evaluation, additional questions or comments:**

The author presents a thesis which has in my opinion very high quality and has clear implications for the marketing practice. On the example of Hilti after-market service he demonstrates the relationship between profitability and customer satisfaction. Performed analysis and subsequent recommendations are very convincing. The author has worked with sufficient amount of sources. He made interviews with 19 managers of Hilti and 60 Hilti customers.

Questions for the defense:

- 1) What are the other specific steps that could be applied to increase the profitability of AMS within the company Hilti?
- 2) How important will be the AMS system for Hilti in the future?

**The name of the supervisor:**

Doc. Ing. Miroslav Karlíček, Ph.D.

**The employer of the supervisor:**

Marketing Department VŠE