

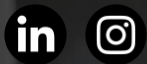
The background of the slide features a grayscale photograph of three call center agents. On the left, a young man with dark hair and a headset looks upwards. On the right, a man and a woman, both wearing headsets, are looking towards the left. A large, stylized red letter 'W' is superimposed over the right side of the image.

**winning**

Become Winners. Together.

**QUICK WINS, BIG KNOWLEDGE:**  
One-Page Learning Made Simple

## Benefits Classification

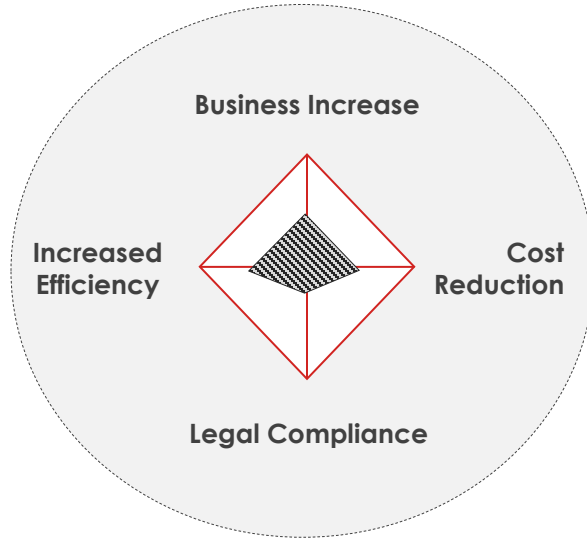


[www.winning-consulting.com](http://www.winning-consulting.com)

**Benefit:** An estimate derived from the potential economic value generated by the economic impact of an initiative.



## Benefits Classification



Source: Pereira Diamond (Pereira, 2014)



### Cost Reduction

Benefit aimed at achieving an **effective reduction** in the organization's expenses.



### Business Increase

Benefit associated with **external factors** (Market), which may result in acquiring new customers, retaining existing customers, and implementing cross-selling or up-selling strategies.



### Increased Efficiency

This benefit translates into virtual money, as it has an impact on human skills, **optimizing processes to free up operating time.**



### Legal Compliance

Benefit aimed at **ensuring compliance with legal regulations** within the company.

Benefits can be either positive or negative in nature:



- Increased turnover
- Increased loyalty
- Increased productivity
- Increased liquidity
- Increased financial autonomy
- Increase in geographical areas

- Reduction of Non-Conformities
- Reduction in Waiting Cycles
- Reduction in Average Process Time
- Reduced Rework
- Reduced supplier costs
- Reduced infrastructure costs
- Reduced operating costs

As is

To Be



# We Inspire Action Through Science.

For further details, feel free to reach out to us. Simply click below to get in touch.



[jorge.correia@winning.pt](mailto:jorge.correia@winning.pt)

**winning**