# Launch — Poland compared with Czechia

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88 % from month 1, no temporary staff · fictional document

**Fictional document — demonstration example**

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**Fictional document**, produced for the demonstration. **The Polish figures come from the records of the 2025 launch;** the Czech figures are the expected ones, calculated on the existing register.

## The comparison, month by month

| Measure | Poland, month 1 | Poland, months 5-6 | Czechia, month 1 |
|---|---|---|---|
| **First-reply time** | **3 days** | Under 10 minutes | **4 minutes** |
| **Enquiries handled end to end** | **34 %** | 71 % | **88 % expected** |
| **Human reinforcement** | **2 temporary staff** | 2 temporary staff | **None** |

**What explains 88 % from the first month:** the 312 reference articles are already there, and **94 % of a new market's questions already exist in the register of the**

**other nine.** A new market does not invent its questions.

## What the launch frees up

| Element | Poland | Czechia |
|---|---|---|
| **Hours of the 16 staff spent on first level** | **640 h** | **0** |
| **Use of those hours** | — | **Supporting Czech resellers** |
| Reading | — | **The only work that sells appliances** |

## The figure to track from month one

| Indicator | Previous quarter | Quarter followed | Result |
|---|---|---|---|
| **Reseller and installer enquiries handled the same day** | **61** | **340** | — |
| **Enquiries that produced an order** | — | **96** | **€214,000** |

**Calendar proposed:** open Czechia at the same time as the monthly review of specifics, so the new market manager walks into a meeting that already exists. **The only launch that goes off the rails is the one handled separately.**

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