

|                       | Touchpoint        | Optimalisatiefactor |
|-----------------------|-------------------|---------------------|
| Hoge Prioriteit       | 1. Touchpoint XX  | 2.55                |
|                       | 2. Touchpoint XX  | 0.72                |
| Gemiddelde Prioriteit | 3. Touchpoint XX  | 0.55                |
|                       | 4. Touchpoint XX  | 0.49                |
|                       | 5. Touchpoint XX  | 0.35                |
|                       | 6. Touchpoint XX  | 0.33                |
| Lage Prioriteit       | 7. Touchpoint XX  | 0.20                |
|                       | 8. Touchpoint XX  | 0.16                |
|                       | 9. Touchpoint XX  | 0.07                |
|                       | 10. Touchpoint XX | 0.02                |
|                       | 11. Touchpoint XX | 0.00                |
|                       | 12. Touchpoint XX | 0.00                |
|                       | 13. Touchpoint XX | 0.00                |