

1 The purpose of this manual is to assist Anna Klissouras Solutions (AKS) in ensuring the quality of its  
2 business operations and consulting services in accordance with ISO 20700:2017.

### 3 **1. Corporate Quality Assurance**

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4 This section provides a summary of how AKS ensures the quality of its business operations at the  
5 corporate level.

#### 6 **a) Company Profile**

7 Anna Klissouras Solutions (AKS) is a management consulting firm based in Greece and operating in  
8 Europe through a combination of remote work and travel as required. Founded in September 2023 by its  
9 owner Anna Klissouras, it is a sole proprietorship with no additional employees.

10 AKS focuses on three key pillars: 1) Development of customized business solutions for business  
11 development; 2) Development of communication strategies including marketing, public affairs and PR; 3)  
12 Development and management of complex projects.

13 Find further information on [www.anna-klissouras.com](http://www.anna-klissouras.com).

#### 14 **b) Qualifications**

15 Anna Klissouras has 15 years of international and German experience in marketing and communications  
16 leadership, public affairs management, business development, digitalization of SMEs and project  
17 management from Amazon, her own company, technology companies and the United Nations. Prior to  
18 founding AKS, Anna Klissouras was a senior manager at Amazon Europe. She holds a dual degree in  
19 International Management from top business schools (ESCP Europe and MDI India), where she graduated  
20 with distinction, as well as a Master's degree in Philosophy and Art History from Humboldt University  
21 Berlin and the University of Cologne. As a result, Anna Klissouras has in-depth experience in all of AKS'  
22 consulting areas with dozens of references. She keeps abreast of relevant business and legal  
23 developments through online media, industry events and associations.

24 Find further information about Anna Klissouras's qualifications on [https://www.anna-  
25 klissouras.com/about-me](https://www.anna-klissouras.com/about-me) and [www.linkedin.com/in/annaklissouras](https://www.linkedin.com/in/annaklissouras). Find project references on  
26 <https://www.anna-klissouras.com/business-consulting>.

#### 27 **c) Code of Conduct**

28 AKS is committed to high and consistent professional standards in delivering its consultancy services.  
29 These include:

- 30 1. Measurable and lasting impact
- 31 2. Confidentiality regarding client information and assets
- 32 3. Independence and neutrality
- 33 4. Honest and transparent communication regarding project deliverables and pricing towards prospect  
34 clients
- 35 5. Honest and transparent communication and documentation towards clients
- 36 6. Legal compliance in all respects of the business

37 To maintain a high level of operational excellence, AKS follows a standard quality assurance process  
38 based on ISO 202700:2017 (see chapter 2).

#### 39 **d) Terms and conditions**

- 40 - Pricing and payment: AKS charges an hourly rate of 300€/hour, 250€/hour for more than 4 booked  
41 hours and negotiable project prices. Travel costs are not included in agreements, unless explicitly  
42 stated. If travel is required, it will be charged at a lump sum of 1.000 Euros for a two-day trip within

- 43 Europe plus 200 Euros for each additional day. Travel costs outside of Europe will be agreed on a case  
44 by case basis. Payments are made after delivery of services via bank transfer, credit card (via Stripe),  
45 Paypal, or Klarna.
- 46 - Termination of contracts by the client prior to the start of the project will result in a 50% refund by the  
47 consultancy of the work order amount. Terminations after the start of the project will not be refunded.
  - 48 - Non-delivery of the work order by the consultancy will result in a 100% refund by the consultancy of  
49 the work order amount. Part-delivery of the word order by the consultancy will be partly refunded  
50 based on the amount of work delivered.
  - 51 - Working hours: AKS is available by default between 9 and 6 PM CET, unless otherwise agreed with the  
52 client. Emails are addressed within a day, chat requests are addressed on the same day. Services are  
53 provided remotely by default. Physical meetings with the client can be arranged on demand.

## 54 **2. Quality assurance of consulting services**

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55 This section describes AKS standard consulting process which is used consistently to ensure the quality  
56 of its consulting services in adherence to ISO 20700:2017 standards.

### 57 **a) Client acquisition**

58 All prospect clients who take in interest in AKS via its marketing channels or referrals receive a free  
59 introductory call in which AKS describes its capabilities and the client will describe his needs.

### 60 **b) Project planning**

61 Based on the insights gained from the prospect client, AKS drafts a project proposal. It should at  
62 minimum contain the following aspects:

- 63 - Document the client's overall business model, goals and business environment
- 64 - Measurable project objectives
- 65 - Project timeline
- 66 - Project scope
- 67 - Project deliverables
- 68 - Internal or external dependencies with an impact on the project (eg client policies, regulatory  
69 restrictions)
- 70 - Project risks and mitigation strategies
- 71 - Required financial resources of AKS and the client
- 72 - Required human resources of AKS and the client
- 73 - Decision-makers and approval processes of the client

### 74 **c) Project set-up**

75 Upon agreement with the prospect client, AKS sets up the project, including:

- 76 - Signing an agreement and NDA with the client. The agreement will use AKS standard agreement  
77 template or customized in agreement with the client, and at minimum contain:
  - 78 ○ Objectives
  - 79 ○ Deliverables
  - 80 ○ Timelines
  - 81 ○ Pricing
  - 82 ○ Policy for termination of contract
- 83 - Defining AKS and client team members
- 84 - Defining required approvals and approval processes of the client
- 85 - Agreeing on a project plan with timelines and milestones
- 86 - Set up the workplace incl. file sharing system, communication channels and meeting series.

- 87 - Standardize processes for client engagement, data collection, and solution development to ensure  
88 consistency and quality
- 89 **d) Client insights and analysis**
- 90 AKS gathers relevant client insights to derive a feasible course of action, including for example:
- 91 - Quantitative business data  
92 - Qualitative interviews with employees and/or clients  
93 - SWOT analyses
- 94 **e) Strategy development**
- 95 AKS develops a tailored project strategy based on the agreed project proposal and refined by the agreed  
96 project set-up and outcomes of the client insights analysis.
- 97 **f) Implementation**
- 98 AKS implements the project based on the project plan. In doing so, it ensures qualities via the following  
99 mechanisms:
- 100 - Maintain the project tracker and regularly share status updates with the client  
101 - Document all meetings and additional agreements  
102 - Save all project related document on the shared workspace and use versioning and permission  
103 control  
104 - Responding to all client emails within a day and to chat messages same day  
105 - Use consistent document formats as agreed with the client (eg project software, PPT, doc, or Excel)
- 106 **g) Monitoring and Evaluation**
- 107 Throughout the consulting process, AKS monitors and evaluates the progress and outcomes of actions.  
108 This includes:
- 109 - Tracking performance against goals on a regular basis (eg at milestones agreed with the client)  
110 - Conducting regular reviews of project milestones. Consultants should use this information to make  
111 adjustments as needed and ensure the successful delivery of services.  
112 - Establish mechanisms for collecting client feedback, such as surveys or interviews, to assess  
113 satisfaction levels and identify areas for improvement.  
114 - Conduct regular internal audits to identify non-conformities and opportunities for improvement.  
115 - Implement corrective and preventive actions to address identified issues and prevent their  
116 recurrence in future consulting engagements.  
117 - Conduct a final review with internal and client stakeholders to assess overall performance and derive  
118 learnings for future projects