customer relationships in business model canvas

customer relationships in business model canvas are a critical component for any organization aiming to create value and sustain competitive advantage. This concept revolves around how a company interacts with its customers, builds loyalty, and delivers personalized experiences within its business model framework. Understanding customer relationships in the business model canvas enables businesses to tailor their marketing, sales, and service strategies effectively. It influences customer retention, satisfaction, and ultimately revenue generation. This article explores the significance of customer relationships in the business model canvas, different types of relationships, strategies to establish them, and their impact on overall business success. The following sections provide an in-depth analysis and practical insights into this essential building block of the business model canvas.

- Understanding Customer Relationships in Business Model Canvas
- Types of Customer Relationships
- Strategies to Build Effective Customer Relationships
- Role of Customer Relationships in Business Growth
- Measuring and Optimizing Customer Relationships

Understanding Customer Relationships in Business Model Canvas

Customer relationships in the business model canvas refer to the various ways a company interacts with its customer segments to acquire, retain, and grow its customer base. This building block focuses on defining the type of relationship a business establishes with its customers, ranging from personalized assistance to automated services. The goal is to create meaningful connections that enhance customer experience and loyalty. In the context of the business model canvas, customer relationships directly impact revenue streams and cost structures, making them a pivotal element in designing a sustainable business model.

Definition and Importance

Customer relationships encompass all interactions between a company and its customers throughout the customer journey. These interactions can be transactional, emotional, or service-oriented. The importance of customer relationships lies in their ability to influence customer satisfaction, brand perception, and repeat business. Strong customer relationships contribute to higher customer lifetime value and can differentiate a business in competitive markets. Within the business model canvas, this block helps businesses clarify how they intend to engage customers to support other components such as channels and value propositions.

Integration with Other Business Model Elements

Customer relationships are interconnected with other blocks of the business model canvas. For example, the value proposition defines what is offered to customers, while channels determine how the value is delivered. Customer relationships specify the nature of ongoing engagement and support. Additionally, they affect customer segments by tailoring interactions to specific groups. The resources and activities required to maintain these relationships also influence cost structures. Therefore, understanding customer relationships in the business model canvas aids in aligning all parts of the business model for cohesive operation.

Types of Customer Relationships

Various types of customer relationships exist within the business model canvas, each suited to different business strategies and customer expectations. Selecting the appropriate relationship type is crucial for meeting customer needs effectively and maximizing business outcomes.

Personal Assistance

Personal assistance involves direct human interaction during the sales or post-sales process. This relationship type is common in businesses requiring expert advice, such as consulting, luxury goods, or technical products. It fosters trust and allows for tailored support, enhancing customer satisfaction.

Dedicated Personal Assistance

Dedicated personal assistance takes personal interaction a step further by assigning a specific representative to an individual customer. This approach is typical in private banking or high-end services where deep customer knowledge is essential for personalized care and long-term retention.

Self-Service

Self-service relationships empower customers to serve themselves without direct interaction with company representatives. This method is efficient and cost-effective, often utilized in online retail or software-as-a-service platforms where customers access resources independently.

Automated Services

Automated services combine self-service with personalized elements driven by technology, such as recommendation engines or chatbots. This relationship type offers scalability while maintaining a personalized experience for customers.

Communities

Building customer communities facilitates user-to-user interaction and collective engagement around the brand or product. These communities support customer retention and knowledge sharing, often seen in gaming, software, or lifestyle brands.

Co-Creation

Co-creation involves customers actively participating in the design or development of products and services. This relationship type strengthens customer loyalty and innovation by integrating customer feedback directly into the business offering.

- Personal Assistance
- Dedicated Personal Assistance
- Self-Service
- Automated Services
- Communities
- Co-Creation

Strategies to Build Effective Customer Relationships

Developing strong customer relationships in the business model canvas requires deliberate strategies that align with customer expectations and business goals. These strategies enhance engagement, satisfaction, and loyalty.

Customer Segmentation and Personalization

Effective segmentation helps businesses understand the unique needs of different customer groups. Personalization strategies tailor communications, offers, and services to these segments, creating more relevant and impactful relationships.

Utilizing Technology and Automation

Implementing customer relationship management (CRM) systems and automation tools streamlines interactions and enables scalable personalized experiences. Technology supports data analysis, targeted marketing, and efficient service delivery.

Building Trust Through Transparency

Transparency in business practices, including clear communication of policies, pricing, and data usage, fosters customer trust. Trust is a foundational element of long-lasting customer relationships and brand loyalty.

Providing Consistent and Quality Customer Service

Consistent, high-quality customer service ensures positive experiences at every touchpoint. Training staff and establishing service standards help maintain reliability and customer satisfaction.

Engaging Customers via Multiple Channels

Multi-channel engagement allows customers to interact through their preferred platforms, including social media, email, phone, or in-person. This flexibility increases accessibility and responsiveness, strengthening relationships.

1. Customer Segmentation and Personalization
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Role of Customer Relationships in Business Growth

Customer relationships in the business model canvas play a vital role in driving business growth by enhancing customer loyalty, increasing revenue streams, and expanding market reach.

Enhancing Customer Retention

Strong customer relationships reduce churn rates by maintaining customer satisfaction and engagement. Retained customers often contribute to stable revenue and are more likely to make repeat purchases.

Increasing Customer Lifetime Value

By nurturing ongoing relationships, businesses can increase the lifetime value of customers through upselling, cross-selling, and subscription models. This long-term value is critical for sustainable profitability.

Generating Positive Word-of-Mouth and Referrals

Satisfied customers tend to recommend products and services to others, amplifying brand awareness and driving new customer acquisition. Positive word-of-mouth is a powerful growth catalyst.

Supporting Product and Service Innovation

Customer feedback obtained through relationship channels informs product development and innovation. Engaged customers contribute ideas and insights that help businesses stay competitive and relevant.

Measuring and Optimizing Customer Relationships

Effective management of customer relationships requires continuous measurement and optimization to ensure alignment with business objectives and customer needs.

Key Performance Indicators (KPIs) for Customer Relationships

Common KPIs include customer satisfaction scores (CSAT), Net Promoter Score (NPS), customer retention rate, and average revenue per user. Monitoring these metrics provides insights into relationship health.

Collecting and Analyzing Customer Feedback

Regular feedback collection through surveys, reviews, and direct communication helps identify areas for improvement and opportunities to enhance customer engagement.

Implementing Continuous Improvement Processes

Using data-driven insights, businesses can refine relationship strategies, address pain points, and innovate service offerings to better meet customer expectations.

Leveraging Technology for Relationship Management

Advanced analytics, AI, and CRM platforms enable predictive insights and personalized interactions, optimizing the effectiveness of customer relationship efforts.

Frequently Asked Questions

What is the role of Customer Relationships in the Business Model Canvas?

Customer Relationships define how a business interacts with its customers to acquire, retain, and grow the customer base, ensuring long-term engagement and loyalty.

How do Customer Relationships impact revenue streams in the Business Model Canvas?

Strong Customer Relationships can lead to increased customer retention and repeat purchases, which positively influence revenue streams by generating consistent and growing income.

What types of Customer Relationships are commonly identified in the Business Model Canvas?

Common types include personal assistance, dedicated personal assistance, self-service, automated services, communities, and co-creation.

How can businesses use Customer Relationships to enhance customer satisfaction?

By tailoring interactions and support based on customer needs, providing timely assistance, and engaging customers through personalized communication, businesses can improve satisfaction and loyalty.

Why is understanding Customer Relationships crucial when designing a Business Model Canvas?

Understanding Customer Relationships helps businesses design appropriate channels, value propositions, and customer segments that align with how they intend to interact and build loyalty with customers.

Can Customer Relationships evolve over time in a Business Model Canvas?

Yes, Customer Relationships can evolve from personal assistance to automated services as the business scales or as customer preferences change, reflecting shifts in engagement strategies.

How do digital tools influence Customer Relationships in the Business Model Canvas?

Digital tools enable automation, personalized marketing, data-driven insights, and scalable customer support, enhancing efficiency and the quality of Customer Relationships.

What is the connection between Customer Segments and Customer Relationships in the Business Model Canvas?

Customer Relationships must be tailored to the specific needs and behaviors of different Customer Segments to effectively engage and retain each group.

How can businesses measure the effectiveness of Customer Relationships in their Business Model Canvas?

Businesses can measure effectiveness through customer satisfaction scores, retention rates, lifetime value, net promoter scores, and feedback mechanisms.

What strategies can be implemented within the Customer Relationships block to reduce churn?

Strategies include proactive customer support, loyalty programs, personalized communication, regular engagement, and addressing customer feedback promptly to build trust and reduce churn.

Additional Resources

1. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*
This foundational book by Alexander Osterwalder and Yves Pigneur introduces the Business Model Canvas framework, including the crucial component of customer relationships. It provides practical tools and visual techniques to design innovative business models that foster strong customer connections. The book is highly accessible, filled with case studies and exercises to help entrepreneurs better understand and engage their target audiences.

2. *Value Proposition Design: How to Create Products and Services Customers Want*
Also by Osterwalder and his team, this book dives deeper into creating value propositions that resonate with customers. It complements the Business Model Canvas by focusing on understanding customer needs and tailoring relationships accordingly. Readers learn how to align their offerings with customer expectations to build loyalty and long-term engagement.

3. *Customer Centricity: Focus on the Right Customers for Strategic Advantage*
Peter Fader’s book emphasizes the importance of prioritizing the most valuable customers within your business model. It explores strategies to cultivate meaningful relationships that drive profitability and

growth. The insights help businesses structure their customer relationships segment on the Business Model Canvas to maximize impact.

4. *The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*
Eric Ries introduces methodologies that encourage constant customer feedback and iterative development. The book highlights how nurturing customer relationships through validated learning can refine business models effectively. It’s a practical guide for startups aiming to build strong customer engagement from the ground up.

5. *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*
Jay Baer focuses on customer service and relationship management, teaching businesses how to turn customer complaints into opportunities. This book complements the Business Model Canvas by showing how proactive customer relationship strategies can enhance brand loyalty. It offers actionable advice on handling feedback in today’s digital landscape.

6. *Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue*
Nick Mehta and Dan Steinman present strategies for building long-term customer relationships that drive recurring revenue. The book discusses the role of customer success teams in the business model and how they can be integrated to improve retention. It’s essential reading for businesses using subscription or service-based models.

7. *Managing Customer Relationships: A Strategic Framework*
Don Peppers and Martha Rogers offer a comprehensive guide to developing and managing customer relationships strategically. The book breaks down relationship-building into practical steps aligned with business model components. It provides frameworks to enhance customer loyalty and lifetime value.

8. *The Thank You Economy*
Gary Vaynerchuk explores how businesses can leverage social media and genuine engagement to build authentic customer relationships. The book stresses the importance of empathy and

responsiveness in today’s marketplace. It aligns well with the customer relationships block by advocating for a more personal and transparent approach.

9. *Building Strong Brands*

David A. Aaker discusses how strong branding supports effective customer relationships and overall business success. The book connects brand strategy with customer engagement tactics, integral to the Business Model Canvas. It helps readers understand how brand equity drives customer loyalty and competitive advantage.

Customer Relationships In Business Model Canvas

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customer relationships in business model canvas: *Analysis of Business Model Strategies for Creative Industry Products Using the Canvas Model Approach* Danarti Hariani, 2023-07-07 In the midst of the rapidly evolving industrial era 4.0, the creative economy industry has emerged as a beacon of innovation and imaginative ideas. As consumer preferences change, technology advances, and competition intensifies, the creative industry must continuously adapt its strategies to thrive in both local and global markets. Among the industries worth exploring, the batik industry stands out, as batik represents a significant cultural heritage of Indonesia that demands preservation and protection. Surakarta, renowned for its distinctive batik, holds a prominent place in the study of this industry. Surakarta, a city celebrated for its design-focused culture, has proposed Batik Solo as a design-based creative city to UNESCO (United Nations Educational, Scientific, and Cultural Organization). Within this context, the research focuses on the Laweyan batik industrial area, the birthplace of batik in Surakarta. The level of competition in the national and global batik industry has a direct impact on the industry's growth, necessitating the development of a special strategy to confront these challenges and structure the business effectively. This book aims to uncover the strategic model of the Laweyan batik industry, employing the canvas model approach, to explore the economic potential of the Laweyan Batik industry, propose alternative business strategies, and safeguard the legacy of Kampung Batik Laweyan as a sustainable batik industry icon in Surakarta. By delving into the intricate details of the Laweyan batik industry, this study sheds light on the challenges and opportunities faced by creative industries operating in a rapidly changing landscape. With a comprehensive analysis of the canvas model approach, readers will gain valuable insights into how this model can be employed to devise effective business strategies, enhance competitiveness, and ensure the long-lasting presence of Laweyan Batik as an emblem of Surakarta's rich cultural heritage. This book is an essential resource for researchers, business professionals, policymakers, and enthusiasts interested in understanding the dynamics of the creative industry, with a particular focus on the Laweyan batik industry and its strategic management.

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customer relationships in business model canvas: Service Business Model Innovation in Healthcare and Hospital Management Mario A. Pfannstiel, Christoph Rasche, 2016-12-16 This book demonstrates how to successfully manage and lead healthcare institutions by employing the logic of business model innovation to gain competitive advantages. Since clerk-like routines in professional organizations tend to overlook patient and service-centered healthcare solutions, it challenges the view that competition and collaboration in the healthcare sector should not only incorporate single-end services, therapies or diagnosis related groups. Moreover, the authors focus on holistic business models, which place greater emphasis on customer needs and put customers and patients first. The holistic business models approach addresses topics such as business operations, competitiveness, strategic business objectives, opportunities and threats, critical success factors and key performance indicators.The contributions cover various aspects of service business innovation such as reconfiguring the hospital business model in healthcare delivery, essential characteristics of service business model innovation in healthcare, guided business modeling and analysis for business professionals, patient-driven service delivery models in healthcare, and continuous and co-creative business model creation. All of the contributions introduce business models and strategies, process innovations, and toolkits that can be applied at the managerial level, ensuring the book will be of interest to healthcare professionals, hospital managers and consultants, as well as scholars, whose focus is on improving value-generating and competitive business architectures in the healthcare sector.

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customer relationships in business model canvas: Design a Better Business Patrick van der Pijl, Justin Lokitz, Lisa Kay Solomon, 2016-09-20 This book stitches together a complete design journey from beginning to end in a way that you’ve likely never seen before, guiding readers (you) step-by-step in a practical way from the initial spark of an idea all the way to scaling it into a better business. Design a Better Business includes a comprehensive set of tools (over 20 total!) and skills that will help you harness opportunity from uncertainty by building the right team(s) and balancing your point of view against new findings from the outside world. This book also features over 50 case studies and real life examples from large corporations such as ING Bank, Audi, Autodesk, and Toyota Financial Services, to small startups, incubators, and social impact organizations, providing a behind the scenes look at the best practices and pitfalls to avoid. Also included are personal insights from thought leaders such as Steve Blank on innovation, Alex Osterwalder on business models, Nancy Duarte on storytelling, and Rob Fitzpatrick on questioning, among others.

customer relationships in business model canvas: Stimulating the diffusion of environmental technologies through export Wisdom Kanda, 2017-08-23 Contemporary environmental problems represent complex societal challenges, and as these problems become increasingly global, the international diffusion of environmental technologies is essential. One way to diffuse technologies internationally is through export. Despite the potential benefits from the adoption of environmental technologies, their export is stifled by externalities and free-rider problems. From this background, the aim of this thesis is to analyse how to stimulate the diffusion of environmental technologies through export. This aim is operationalised using four research questions, which focus on governmental initiatives to promote environmental technology export and their perceived effectiveness among targeted firms, obstacles to and drivers for export among municipally owned companies, the use of international city networks to facilitate environmental technology export and components of business concepts for environmental technology export. These questions are explored in the Swedish context using document analyses, interviews and internet surveys in a compilation thesis which consists of a cover essay and an appendix of five scientifically peer-reviewed and published journal articles. The conclusions are that governmental export promotion initiatives are often generic for all kinds of exporters, including environmental technologies, and comprise financial support, information provision, education and training, and trade and mobility-related programs, often with little incorporation of the specific characteristics of environmental technologies which many exporters perceive as ineffective. Municipally owned companies experience different barriers to and drivers for engaging in international activities compared to privately owned companies, and are often involved in international projects which are not always commercial export. International city networks serve as important arenas for bi-directional information sharing and learning regarding market characteristics, environmental challenges and potential solutions, building legitimacy for technologies and their suppliers. Regarding components of business concepts for the export of environmental technologies, regulation, legitimacy and private-public partnership are identified as particularly important based on the complexity and systemic nature of environmental technologies. Altogether, this thesis makes a contribution by conceptualising the export of environmental technologies with emphasis on technology characteristics, the technology supplier including their business concepts, obstacles to and drivers for export, technology adopters and their characterisation, communication channels and the diffusion context. For policy makers, a dynamic approach to environmental technology export promotion, in which specific attributes of environmental technologies and their suppliers are considered along their international business development, is suggested as a complement to existing generic initiatives. The possibility to provide such support should be reconciled with resource effectiveness, heterogeneity among companies and the complementary role of governmental interventions to market initiatives. Finally, partnerships between publicly and privately owned companies are suggested as particularly relevant since they build on the long-term experience, functioning proof-of-concept and legitimacy of publicly owned companies together with the competitiveness and flexibility of privately owned companies. These attributes could help overcome the liabilities of foreignness and newness, as well as resource constraints which challenge environmental technology export. De stora miljöproblemen innebär komplexa samhällsutmaningar och allt eftersom miljöproblemglobaliseras ökar behovet av en internationell spridning av miljöteknik. Export är ett sätt attsprida teknologier internationellt, men trots de potentiella fördelarna med miljöteknikexportstöter det ofta på hinder. Exempel på sådana hinder är externa effekter som att miljönytta intetillfaller det exporterande företaget, och att konkurrenter åker

snålskjuts på de företag som tar deinitiala stegen. Utifrån denna bakgrund syftar den här avhandlingen till att analysera hur miljöteknikexport kanstimuleras ytterligare. För att besvara syftet har fyra frågeställningar utformats som fokuserar påstatliga initiativ för att främja export av miljöteknik och hur deras effekter uppfattas bland företagi målgruppen; hinder och drivkrafter för export hos kommunala bolag; internationella nätverkmellan storstäder som arenor för att underlätta export av miljöteknik; samt affärsmodeller för attexportera miljöteknik. Frågeställningarna utforskas i ett svenskt sammanhang genomdokumentanalys, intervjuer och enkäter. Avhandling bestående av en sammanfattande ”kappa”och fem publicerade vetenskapliga artiklar. Resultaten från avhandlingen visar att statliga initiativ för att främja export oftast är generiska förolika typer av exportörer inklusive miljöteknikföretag. Initiativen inkluderar vanligtvis finansielltstöd, information, utbildning samt stöd för marknadsbesök och mobilitet. Dock tas ingen störrehänsyn till de särskilda egenskaperna hos miljöteknik vid utformandet av stödet. Stödet uppfattasdessutom av många miljöteknikexportörer som ineffektivt. Kommunala bolag har andra hinderoch drivkrafter än privata företag för att engagera sig internationellt och är oftast involverade iprojekt som inte är direkta exportaktiviteter. Internationella nätverk mellan städer kan fungerasom arenor för informationsutbyte och lärande mellan olika aktörers marknadsegenskaper,miljöproblem och potentiella lösningar samt bidra till legitimitet för tekniken och dessleverantörer. När det gäller utveckling av affärsmodeller för att exportera miljöteknik framstårlagstiftning, legitimitet, och samarbete mellan privata och offentliga aktörer som särskilt viktigt attbeakta på grund av miljöteknikens komplexitet och systemiska natur. Sammanfattningsvis bidrar avhandlingen till en konceptualisering av miljöteknikexport genom attfokusera på teknikens egenskaper, dess leverantörers affärsmodeller, hinder och drivkrafter förexport, de som köper tekniken och deras egenskaper, kommunikationskanaler samt sammanhangdär spridningen sker. En rekommendation är att politiska beslutsfattare borde stödja export avmiljöteknik på ett dynamiskt sätt där specifika egenskaper hos miljöteknik och dess leverantörerbeaktas i takt med deras internationella affärsutveckling. En dynamisk ansats kan vara ett brakomplement till många befintliga generiska statliga initiativ för att främja export av miljöteknik.En sådan ansats bör ta hänsyn till resurseffektivitet, olikheter mellan företag, samt varakomplementär till de icke-statliga initiativ som redan finns på marknaden. Slutligen föreslåssamarbeten mellan offentliga och privatägda företag, vilket anses högst relevant eftersomoffentliga företag kan bidra till att kombinera den mångåriga erfarenheten av miljötekniskalösningar samt den legitimitet som sådana företag kan ha med privata företags styrkor så somkonkurrenskraft och flexibilitet. Dessa förslag kan bidra till att minska de exporthinder som haratt göra med att miljöteknik ofta är ny och främmande, samt miljöteknikföretagens oftabegränsade resurser.

customer relationships in business model canvas: Proceedings of The 23rd European Conference on Research Methods in Business and Management Sandra Moffett, The European Conference on Research Methodology in Business and Management (ECRM) is a longstanding academic conference, held annually for 24 years, dedicated to advancing the understanding and application of research methodologies in the fields of business and management. The conference provides a forum for scholars, researchers, and practitioners to share insights, explore new approaches, and discuss the challenges and innovations in research methods. ECRM is known for its rigorous peer-reviewed proceedings, ensuring that the research presented meets high academic standards. By covering a wide range of methodological issues and innovations, the conference plays a crucial role in shaping the future of research in business and management, promoting the development of robust and impactful research practices. The Proceedings of the 24th ECRM, 2025 includes academic research papers, a PhD research paper and a Masters research paper as well as a work-in-progress paper, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a research audience including graduates, post-graduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

customer relationships in business model canvas: Realizing Business Model Innovation

Martin Trapp, 2014-02-06 Today’s profound environmental dynamics render it increasingly difficult for firms to sustain business models with returns above the industry average. Business model innovation aims to seize a new opportunity by crafting the right new business model. It offers firms a path back to high returns and profitable growth. However, risk aversion and organizational rigidities may immobilize established industry players. Martin Trapp employs an explorative multiple-case study covering large European corporations to identify management practices. These practices support business unit managers in successfully realizing business model innovation and, together, establish a deliberate, strategic-level management approach.

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customer relationships in business model canvas: ECKM2015-16th European Conference on Knowledge Management Maurizzio Massaro and Andrea Garlatti, 2015-09-02 These proceedings represent the work of researchers presenting at the 16th European Conference on Knowledge Management (ECKM 2015). We are delighted to be hosting ECKM at the University of Udine, Italy on the 3-4 September 2015. The conference will be opened with a keynote from Dr Madelyn Blair from Pelerei Inc., USA on the topic “The Role of KM in Building Resilience”. On the afternoon of the first day Dr Daniela Santarelli, from Lundbeck, Italy will deliver a second keynote speech. The second day will be opened by Dr John Dumay from Macquarie University, Sydney, Australia. ECKM is an established platform for academics concerned with current research and for those from the wider community involved in Knowledge Management to present their findings and ideas to peers from the KM and associated fields. ECKM is also a valuable opportunity for face to face interaction with colleagues from similar areas of interests. The conference has a well-established history of helping attendees advance their understanding of how people, organisations, regions and even countries generate and exploit knowledge to achieve a competitive advantage, and drive their innovations forward. The range of issues and mix of approaches followed will ensure an interesting two days. 260 abstracts were initially received for this conference. However, the academic rigor of ECKM means that, after the double blind peer review process there are 102 academic papers, 15 PhD research papers, 1 Masters research papers and 7 Work in Progress papers published in these Conference Proceedings. These papers reflect the continuing interest and diversity in the field of Knowledge Management, and they represent truly global research from many different countries, including Algeria, Austria, Bosnia and Herzegovina, Brazil, Canada, Chile, Colombia, Cuba, Cyprus, Czech Republic, Estonia, Finland, France, France, Germany, Hungary, India, Indonesia, Iran, Ireland, Italy, Japan, Jordan, Kenya, Lithuania, Mexico, Nigeria, Norway, Pakistan, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sultanate of Oman, Sweden, Switzerland, Thailand, The Netherlands, UK, United Arab Emirates, USA and Venezuela.

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