

# How Can you Use your Advantage Survey Results to Gain Competitive Advantage?

Since receiving your Advantage Report feedback you may well be wondering how much your current logistics and customer service performance is affecting your overall company score, relative to your competitors

The new AVS segmentation helps you identify the key areas where you need to improve, but doesn't give you the insights into how. Asking your customers directly could lay you open to subjective feedback. A more process orientated approach combining both qualitative and quantitative insights is available without having to approach the customer in the first instance.

## Demystifying Customer Perception to Deliver Excellent Results

Simply Supply Chain has worked with a number of high-profile suppliers to help them understand the customer's perception of what they need to change, achieving consistently good results, measured by upper quartile performances in subsequent surveys.



## Turning Perception and Anecdote into Actionable Insights

Our approach and methodology assesses your cross-functional teams' current ability to provide a consistent, cost-effective, high quality service. By identifying the gaps and weaknesses within your team members we can re-define the ways of working; re-appraising processes, along with roles and responsibilities, addressing systems and reporting anomalies.

## The Three Business Tools and How they Fit Together

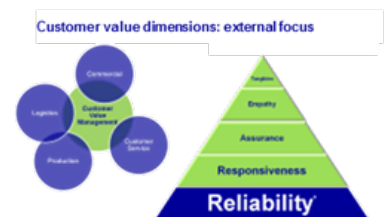
### Perfect Order Score

- Purpose:** Expose the symptoms of inefficient performance
- Data:** Hard metrics (e.g. £ per order, throughput per hr etc.)
- Output:** £ gap between current and best-in-class performance



### Customer Experience Maps and Dimensions of Service

- Purpose:** Map current experience through the eyes of the customer to ascertain your strengths and barriers to progress
- Data:** Soft metrics (e.g. structured feedback on service perceptions)
- Output:** A customer experience map and "to be" service targets



### Value Stream Maps

- Purpose:** Determine the root causes of lean performance failures
- Data:** Hard metrics (e.g. count of instances, hand-offs and time taken)
- Output:** Process maps with "to be" targets



## Harnessing your Teams to Become Part of the Solution, Not the Problem

Existing teams become an intrinsic part of delivering the new approach, they are also typically the key to unlocking the added-value activity that results in an enhanced service and better perception. By building on the best behaviours and knowledge already retained, and helping team members to deliver a more customer-centric and self-satisfying service, enables stronger trading relationships and better results.

This holistic approach not only addresses your supply chain and customer service challenges, but also helps to re-align and balance your supply chain in support of your commercial objectives. Inevitably, this requires the full engagement of stakeholders across functions to be effective and sustainable. However, the improved performance translates directly into stronger relationships able to leverage competitive advantage, leading to more successfully executed promotions and logistics and supply opportunities that you simply cannot discuss unless you have a high level of trust with your customer.

### Don't Take Our Word for it...



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Our Advantage Survey result was a real shock for us as a business, we took a lot of time to consider the detail and commentary behind the results and realised that we had to do something very different, very quickly. It was clear that our focus was too internal with not nearly enough focus on what our retail customers wanted.

Once we engaged the SSC team we began a long journey to break down and analyse our business processes and understand how they matched and didn't match our customer's processes. SSC has a great network of retail heavy hitters and we were able to develop a plan to realign our team and build much better contacts and routines with key customers. It is almost a year since the good scores in the 2015 Advantage report and we have continued working with Jonathan and his team to make sure that we are continually improving.

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*John Tomlinson UK & ROI Supply Chain Director, Thai Union, (owners of John West)*

## About Simply Supply Chain

Founded in 2006 we specialise in helping predominantly FMCG suppliers to improve their supply chain performance in three core areas:

1. Improving availability to, and strengthening supply relationships with, the major retailers
2. Reducing cost to serve by re-aligning supply chain resources and better procurement
3. Re-designing supply chain networks and information flows to meet changing channel demands

We combine strong analytics with practical operational expertise gained from working in suppliers and retailers and maintain an active dialogue with the major retailers through the Customer Supply Group (an FMCG suppliers best practice networking group) and the Drop and Drive Claims workgroup (a chilled initiative working with the top 6 retailers, endorsed by the Grocery Code Adjudicator, to reduce the impact of delayed payments).

Our reputation is based on delivering practical and tangible results, fast. Our experience helps us to gather the qualitative and quantitative data need to understand and size the problem. We can then develop a plan with you and your team to tackle the priority issues, often delivering the quick wins within a few weeks, whilst the longer term solution is designed and then implemented.

**If you would like to find out how we can help you improve your results and gain competitive advantage contact us at :**

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