



Customer Engagement - Building the Customer Plan content

	Standard	1	2	3	4	5
LEADERSHIP	We manage customers as a total portfolio and define the clear roles we want them to play within our business over the next three years – we know which customers to listen to; to align with; to trade with.					
	Choices have been made on the resources available to drive sales in that customer.					
	Customer roles, resources and the rationale have been clearly communicated to the sales teams.					
	For an individual customer					
CUSTOMER FIRST	Understand what the customer values from suppliers and what their strategic agenda is for the business and the category. We have the quantified metrics and priorities that have been validated with the customer.					
	Have clarity on the customer’s perspective of us as a supplier and previous business plans. What worked for them and what didn’t.					
GROWTH OPPORTUNITIES	<p>Based on share and other relevant metrics we have a “big picture” perspective on:</p> <ul style="list-style-type: none"> How well the customer is doing in the category versus their competition and the market. How well we are doing in the customer versus other suppliers. 					
	We have completed a detailed analysis of the data to understand the opportunities the customer is missing out on (by segment, shopper missions and profiles, time of year).					
JOINT STRATEGY	We are clear on our own internal agenda and the consumer opportunities and mega trends that we are aligning our brands to.					
	<p>All opportunities identified have been prioritised with consideration to:</p> <ul style="list-style-type: none"> Size of prize for the customer and alignment to their agenda. Size of prize for us as a supplier and alignment to our category agenda. 					
	<p>3-5 Strategic “Big Bets” have been identified:</p> <ul style="list-style-type: none"> Motivational with customer language. Clear shopper and consumer evidence. Metrics that can be tracked and the size of prize for the customer and us as a supplier. 					
ACTIVATION PLAN	Our priority brand activity for the next 12 months has been aligned against the relevant customer “Big Bets”.					
	Have aligned internally on the “Big Bets” and brand activations that we recommend the customer supports and are clear on how these compare to other customers in the channel.					
	Have identified creative activations across the full path to purchase that are aligned to the “Big Bets” and leverage our assets and the customers. These plans and activations leverages category management and RGM insights.					
	<p>The overall activity plan:</p> <ul style="list-style-type: none"> Leverages customer’s operational strengths. Reflects learning from last year. Is realistic and balanced by “Big Bet” and month. Delivers a motivational size of prize. Has a conditional and motivational investment plan. Has been aligned to internally and reflects the role and resources allocated to the customer. 					

5: Completed to high standard; 4: Almost complete; 3: Progressing well; 2: Initial thinking done; 1: Not done.