

Peru brings years of experience in working with some of the largest supplier and customer organisations in the world on **complex commercial relationships**. This service helps suppliers to **increase customer retention** and build long-term mutually beneficial customer relationships.



#### Does your organisation....

Wish to build **longer-term** relationships with your customers?

Have challenges with **customer retention rates**?

Need to avoid **high re-tendering costs**?

Lack a clear understanding of **customers' changing needs**?

Want to **defend revenues** and market share?

## Proactive Customer Engagement

Our experienced team can help you to construct proposals for your customers focused on **extending commercial agreements** in return for improvements in commercial terms and service. The approach is based on **engaging with your customers** to develop proposals based around a set of renewed terms – we call these **deal principles**.

Peru's pool of experienced resources leverage **many years of commercial and service delivery experience** to assure a winning approach to putting forward commercially attractive proposals to your customers, thus **minimising the risk of a re-tender process**.

### What could your future look like?

- Longer-term relationships with your customers help **defend revenue streams**
- **Reduce the cost of bidding** by seeking alternatives to re-tendering
- Stay close to your customers and **understand their changing needs** before your competitors do

## Service Outcomes

- We, as your trusted advisor, can provide a **balanced approach** to developing the right set of deal principles for you and your customers.
- We can also provide an analysis of your current pricing and service levels against the market to offer an **objective perspective**.
- Our analytical expertise can **draw out opportunities** and focus areas for improvement and re-alignment
- Our experienced professionals bring a **deep knowledge of customer requirements** to realistically assess the suitability of current products and services
- Our assessment and proposals potentially **avoid the overheads** associated with re-tendering



*"The process allowed all of us to re-examine the key elements of the client/supplier relationship and look at the challenges of change from the perspective of both my own organisation and the client's."*



## APPROACH

We have a range of approaches to customer engagement based on three key dimensions:



### Research

- We are **experts at benchmarking** and can assist your understanding of market pricing and service levels
- We also have access to an **array of IT buyer collateral** to provide insight on trends in customer commercial & service requirements



### Think

- We can help you review and enhance your **deal architecture** by helping you to develop a set of **deal principles** aligned to your customers' needs



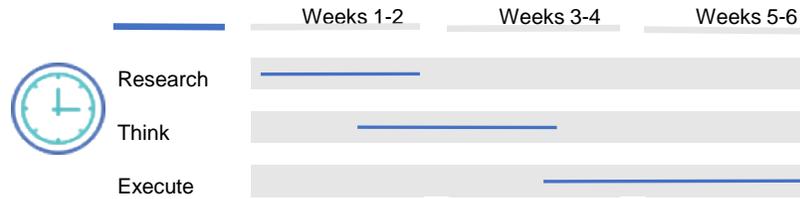
### Execute

- We can directly support your customer engagement through:
  - Planning** a structured engagement process including development of a **negotiation plan**
  - Directly supporting **negotiations** with your customer or acting as an **objective arbiter** in the engagement
- We utilise **best practice methods** to support your customer engagement process



## ENGAGEMENT, TIMESCALES & COMMERCIALS

An illustrative timeline for a proactive customer engagement:



- Timescales are dependent on scope and customer availability but an average engagement typically takes 6 weeks elapsed time.
- This engagement can follow on from a **customer relationship review** or as a result of direct customer dialogue
- Our experts can engage with you through all three stages of the approach or at a discrete stage e.g. development of deal principles

### A commercial model that works for you:

We offer a **flexible** range of commercial models aligned to your financial & risk requirements:



- Fixed price, based on scoped outcomes
- Time & materials
- Gainshare, risk reward (within caps)



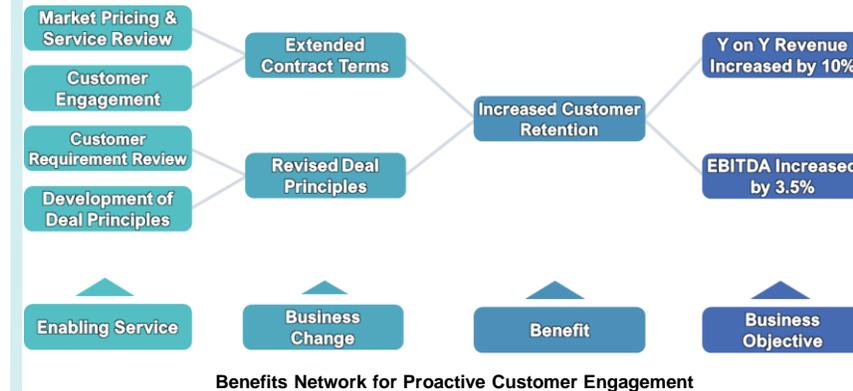
## OUTCOMES



Actionable Outcomes aligned to your key objectives:

### Benefits focused outcomes

- We work with you to identify your key strategic objectives e.g. **defending revenues** from existing business
- We identify outcomes, expressed in benefits, that drive **achievement of your objectives**
- Our experts look at current commercial agreements and customer requirements to develop deal principles that **realise benefits for you and your customers** e.g. revised commercial terms, extensions to existing deals.



### Actionable outcomes

- We provide **clear commercial insight** with specific actions identified to drive improvements in your customer engagement process
- We are happy to roll our sleeves up and “walk the talk” to **execute upon our recommendations**
- We work alongside your existing account teams to **share best practice in a sustainable way**