

Advantage Custom Solutions Insight Report

Example Presentation

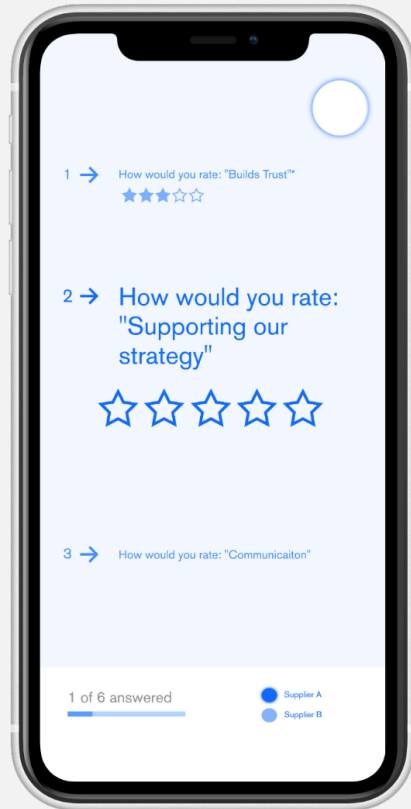
The information presented in this report uses example data for illustration purposes only. All results, data analyses, and presentations are fully customized to meet the specific needs and requirements of each client.



**Advantage
Custom Solutions**

Methodology

Online survey



15 CUSTOM
QUESTIONS
(2 opens)

N=500 Partner
contacts

3 reporting
segments

Advantage Model for Business Engagement

Partnership

How you do things
Current ways of working and
success in building advocacy

TODAY

TOMORROW

Reputation

Who you are
Your suitability and fit as a
long-term partner

Execution

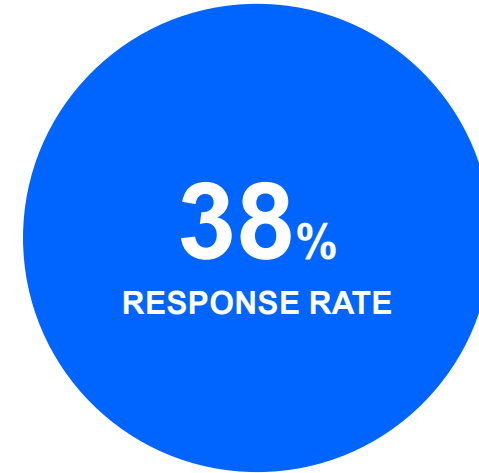
What you do
Current operational
effectiveness and delivery

Vision

Where you're going
Ability to identify
opportunity and thrive in
an ever-changing
landscape



WAVE 1 RESPONSE TO VOICE OF PARTNER SURVEY



From 500 contacts on database



In-Field Period

01st June 2024 –
30th June 2024



Devices

Desktop 95%
Mobile/Other 5%

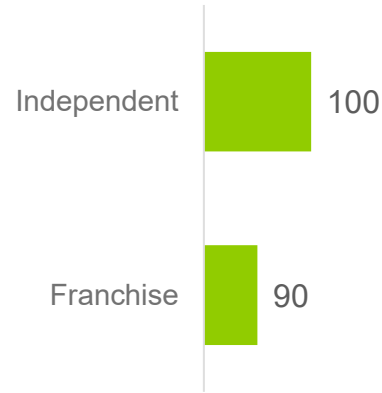


**Average Time
to Complete**

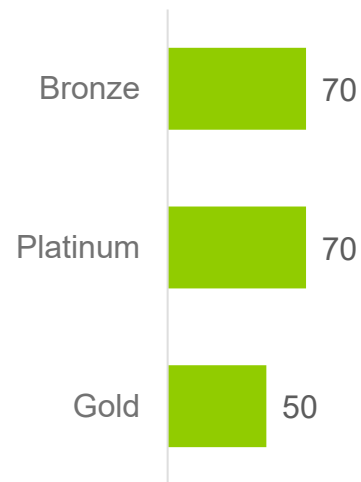
07:53 minutes

BREAKDOWN OF TOTAL COMPLETES BY SEGMENT

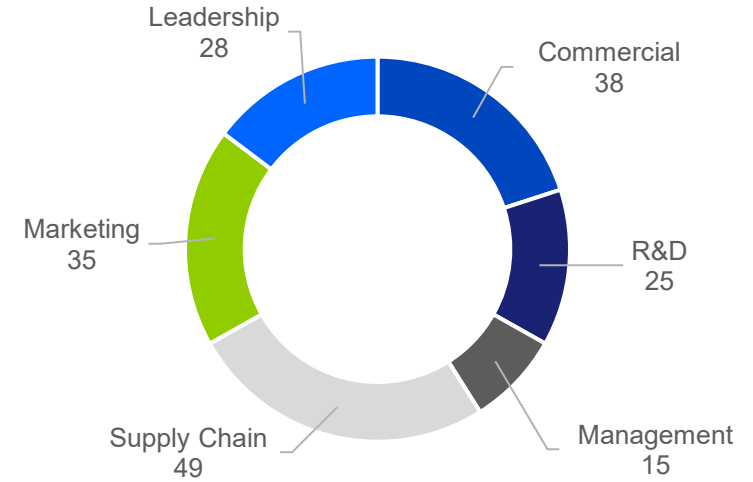
SURVEY COMPLETES by Partner Type



SURVEY COMPLETES by Business Model



SURVEY COMPLETES by Job Function



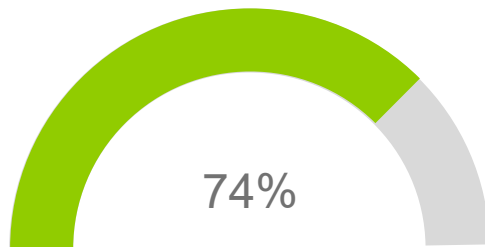
01. RESULTS SUMMARY

Your total average score of 4 / 5 is very good and indicates a high level of Partner satisfaction

TOTAL ADVANTAGE SCORE
Mean Score, All
Competencies (4/5)

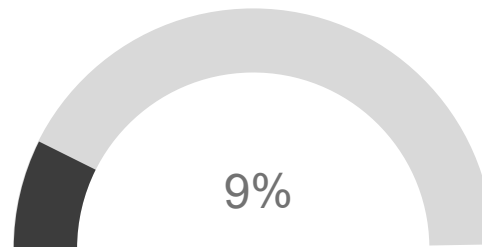


Top 2 box¹



¹This is the percentage of competency ratings that were a 4 or 5 out of 5

Bottom 2 box²

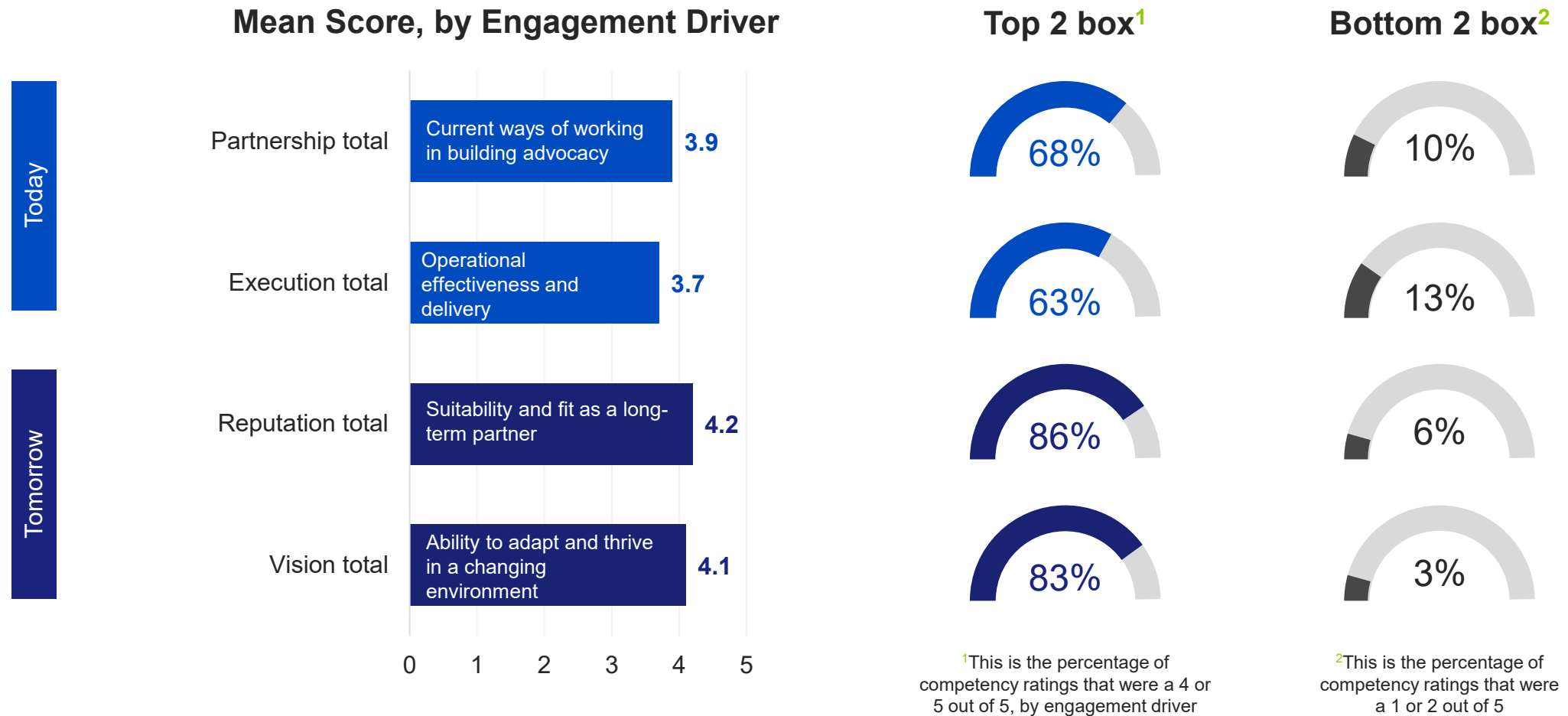


²This is the percentage of competency ratings that were a 1 or 2 out of 5

- These overall scores are very good and indicate a generally very high level of Partner satisfaction.
- There is a generally positive skew amongst Partners in R&D and Marketing Functions (+0.2 and +0.3 respectively).
- Leadership and Management rated you slightly lower (-0.2) and -0.1 respectively)
- There were no differences by Business Model, or Partner type



You score higher on 'Reputation' and 'Vision' competencies than 'Partnership' or 'Execution'



Base: N=190

Key areas of opportunity: ease of business, providing clear technical requirements and collaboration on business and innovation plans

1

Lowest rated competency

“Easy to do business with”

Average score **3.0 / 5**

EXECUTION

2

Second lowest rated competency is

“Provide clear technical requirements”

Average score **3.2 / 5**

EXECUTION

3

Third lowest rated competency

“When producing business plans, there is a consultative and collaborative process”

Average score **3.3 / 5**

PARTNERSHIP

What can you do differently to be considered a Partner of choice?

Partners provided a broad range of constructive comments with 2 key themes emerging

1. **Delivering value.** Partners commented on a wide range of opportunities within this theme, but most of all would like you to focus on delivering long-term value

"To become our partner of choice, it's essential to consistently deliver value that aligns with our long-term goals while demonstrating flexibility in adapting to our evolving needs."

Leadership, Independent, Bronze

"To become our partner of choice, you must consistently demonstrate the ability to add value beyond the expected, providing solutions that drive both immediate and long-term success."

R&D, Franchise, Gold

2. **Delivering results.** Partners commented on a wide range of opportunities within this theme, but most of all would like you to focus on delivering results

"Establishing a strong reputation as our preferred partner will depend on your ability to consistently deliver results while fostering deeper collaboration across all levels of our organization."

Commercial, Franchise, Platinum

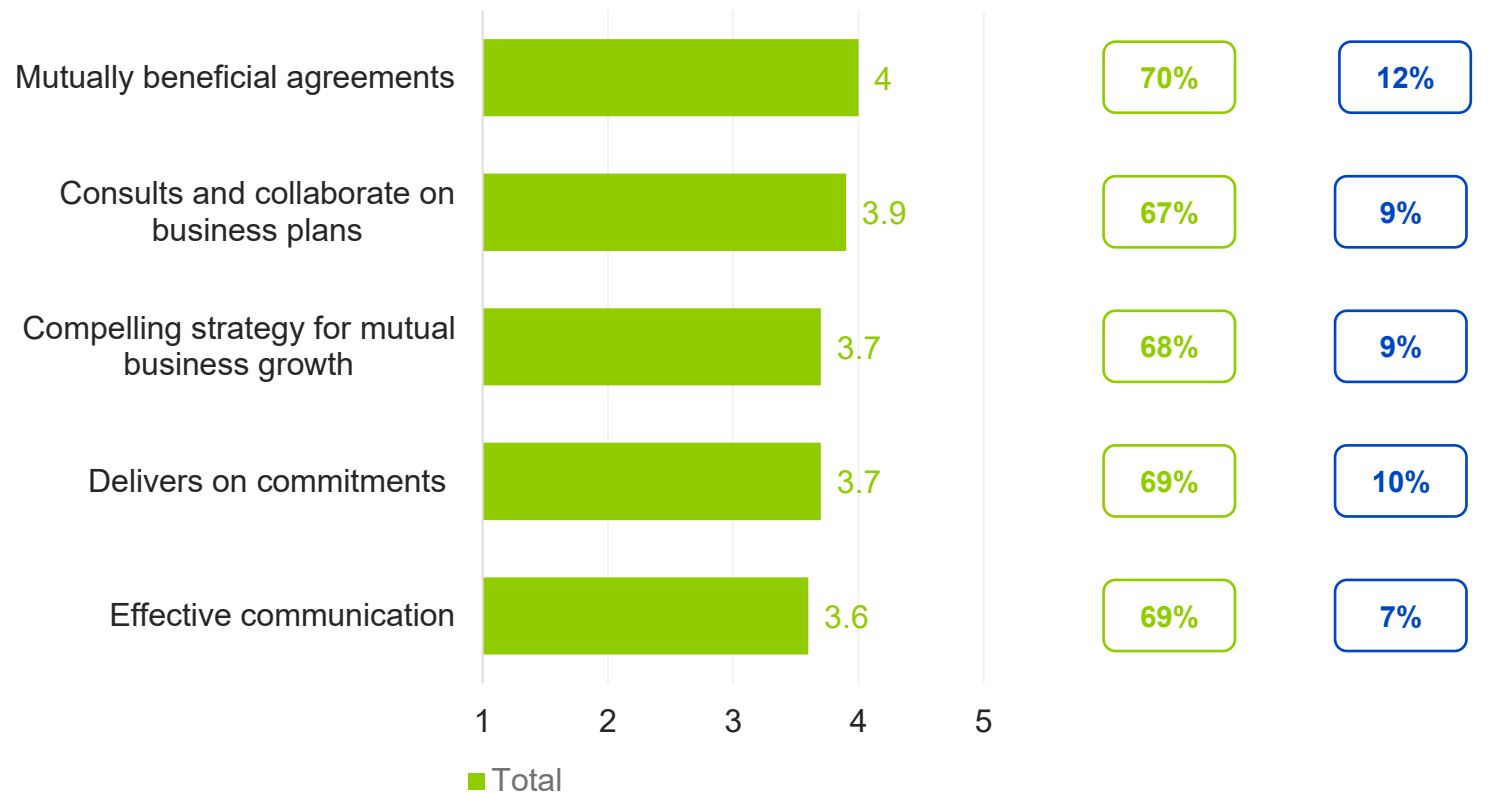
"Delivering results that consistently meet or exceed our benchmarks is key to earning our trust and positioning yourself as the go-to partner in the future."

Marketing, Independent, Gold

02. DETAILED RESULTS

Ratings on 'Partnership' competencies are fair, but with most at <4 there's scope to improve

Partnership Ratings, Mean Score



- The overall scores are excellent, reflecting a strong level of satisfaction among Partners.
- Partners in R&D and Marketing Functions showed a positive trend, with increases of +0.4 and +0.3 respectively.
- Leadership and Management, however, rated you somewhat lower, with scores of -0.1 and -0.2 respectively.



Partner Comments

Opportunity: Collaboration & Empowerment

"To strengthen our collaboration further, aligning more on strategic objectives would be beneficial."

Leadership, Franchise, Platinum

"To further enhance our work together, empowering more junior members of your team could bring fresh ideas to the table."

Supply Chain, Independent, Bronze

Opportunity: Communication & Mutual Benefits

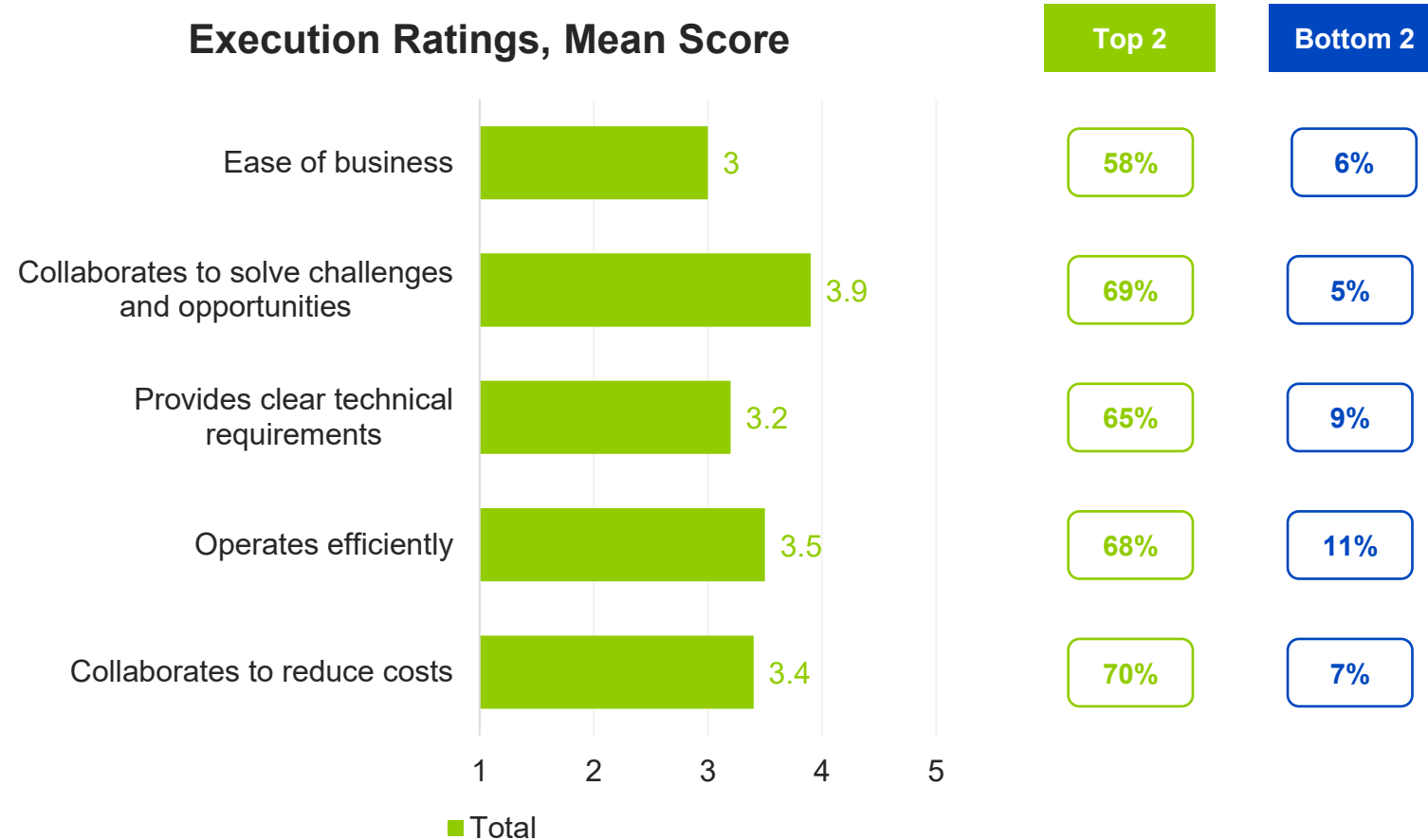
"While the partnership is strong, I believe we can work on more transparent communication to avoid last-minute surprises."

Commercial, Platinum, Franchise

"At times, I have felt the partnership can get a little one-sided."

Management, Independent, Platinum

'Execution' ratings also highlight some areas of opportunity to improve



- The results are very positive overall, showcasing a high degree of Partner satisfaction.
- There is a notable positive trend in R&D (+0.2) and Marketing (+0.1), indicating strong feedback from these functions.
- However, Leadership and Management feedback was marginally lower at -0.1 and -0.2.

Base: N=190

Partner Comments

Opportunity: Efficient ways-of-working / quality control

"Your service delivery is reliable, but tightening the quality control process would help reduce post-delivery revisions."

Commercial, Franchise, Gold

"While we work well together, there are times when clearer delegation of tasks could enhance our efficiency."

R&D, Bronze, Franchise

Opportunity: Planning & alignment

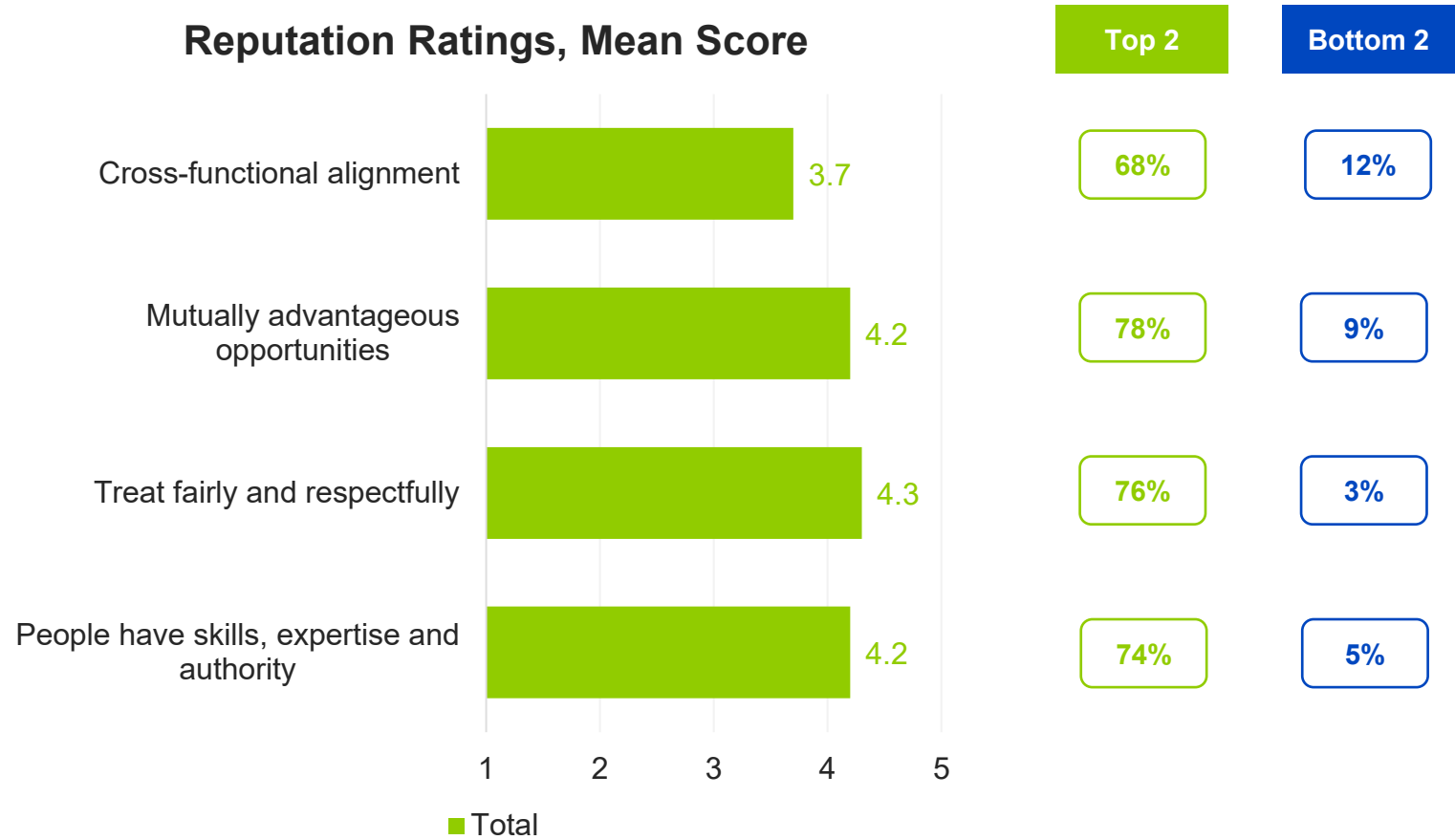
"To improve our collaboration, setting clearer timelines would help manage expectations on both sides."

Marketing, Franchise, Platinum

"There have been occasions where better alignment between initial planning and execution would enhance efficiency."

Supply chain, Franchise, Gold

Despite a weaker “Cross-functional alignment” score, ‘Reputation’ ratings are very high



- The feedback results are encouraging, reflecting a solid level of Partner satisfaction overall.
- Notably, Partners in both Management and Commercial reported the highest satisfaction, with scores of +0.5 and +0.6, respectively.
- However, feedback from R&D and Leadership teams was more reserved, with scores of -0.3 and -0.2, indicating areas for improvement.



Partner Comments



Opportunity: Collaboration on plans and projects

"To improve our collaboration, setting clearer timelines would help manage expectations on both sides."

Leadership, Franchise, Platinum

Strength: Partners are treated fairly and respectfully

"There's a great rapport between our teams, and it's clear you prioritize building strong relationships. You always listen to what we have to say and respect us"

R&D, Franchise, Bronze

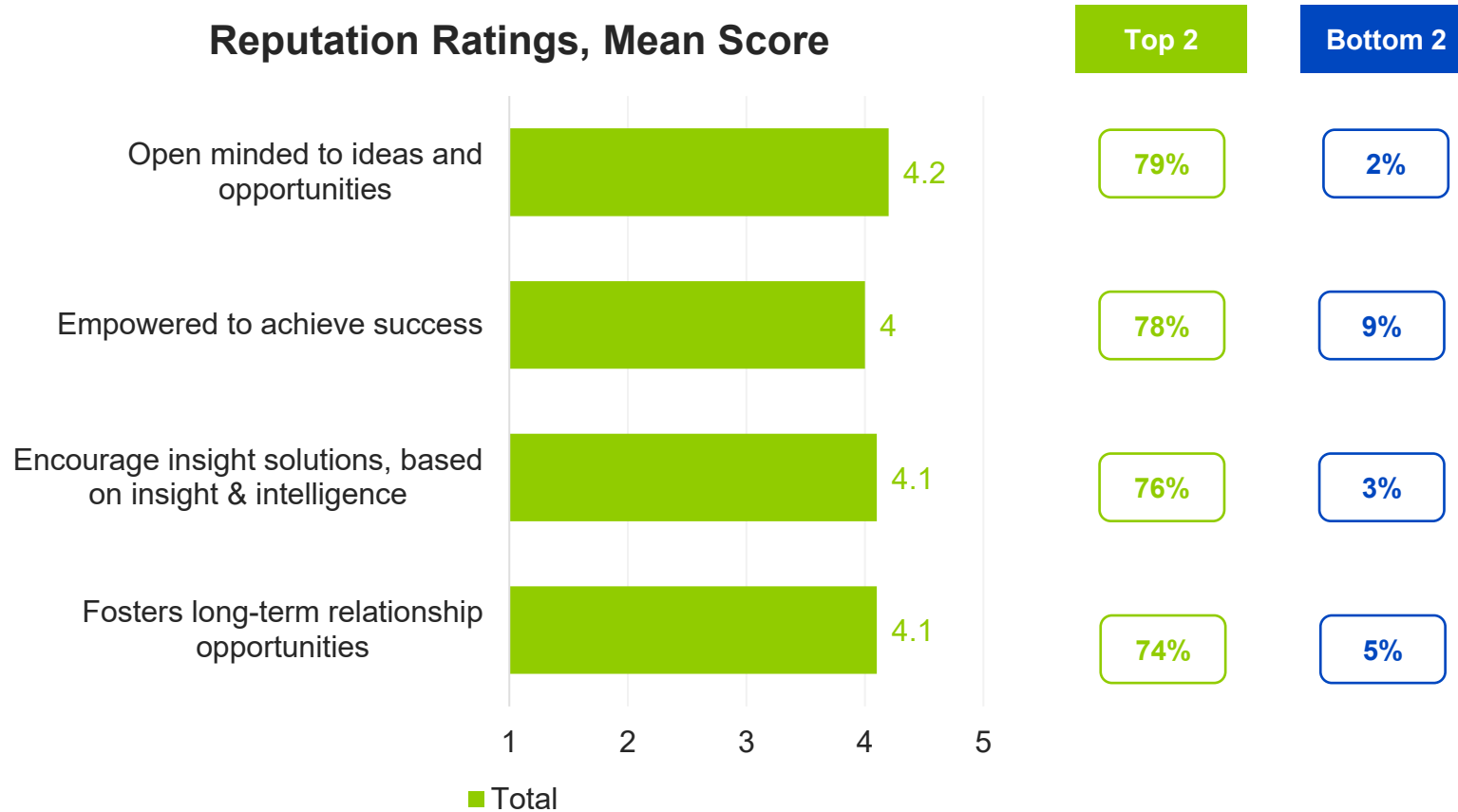
Strength: People have skills, expertise and authority

"Your team consistently demonstrates a high level of commitment and engagement."

Commercial, Franchise, Platinum

'Vision' scores are strong across the board, with little difference across segments

Reputation Ratings, Mean Score



- The results are quite promising, demonstrating a generally high level of satisfaction across all Partners.
- Commercial and R&D teams recorded the most positive feedback, with scores of +0.7 and +0.5 respectively.
- However, concerns were noted from Leadership and Supply chain teams, with scores dipping to -0.4 and -0.2.

Partner Comments

Strength: Use of data & insights

"Your use of data analytics has uncovered key insights that have reshaped how we approach our projects."

Commercial, Independent, Platinum

Strength: Fosters long-term opportunities

"Your strategic vision is clear, and it aligns well with our overall goals."

R&D, Franchise, Bronze

Strength: Driving innovation and change

"Your strategy has consistently pushed us towards innovation while keeping us grounded in what's realistic."

Marketing, Franchise, Gold

03. ACTION PLANNING

ACTING ON YOUR RESULTS, WHAT'S NEEDED TO IMPROVE

INNOVATION PARTNER PERFORMANCE

01

Deep dive gaps in communication, collaboration and trust

02

Focus on improving digital communication channels.

03

Explore a more agile approach to managing logistics challenges

Recommendation 1

Further explore the relationship with key customers to understand gaps in communication, collaboration and trust.

Understand what is driving lower ways of working scores, to identify areas of opportunity, and collaborate these customers align expectations moving forward.



Recommendation 2

Focus on improving digital communication channels.

E-commerce scores have improved for commercial respondents, so explore what changes were made to drive these improvements and then collaborate with logistic based respondents to identify ways to improve their overall experience.



Recommendation 3

Explore a more agile approach to managing logistics challenges using collaborative strategies.

Collaborate with customers to identify logistics pain points, and then build plans with them to support their needs.

Potential to share information so there is transparency to the supply chain which can help customers to plan and pivot due to logistics dynamics.



Four Steps to Success

Actioning Your Advantage Custom Feedback: 4 Steps to Success

Pursue a continuous supplier engagement process for sustainable success.



Step 1: Sharing the Results Internally

- ✓ Understand feedback and insights and cascade them throughout the organization.
- ✓ Ensure that supplier feedback is prioritized, and everyone plays a role.



Step 2: Goal Setting and Action Planning

- ✓ Establish accountability for how you wish to improve.
- ✓ Consider the opportunities and implications for business growth.



Step 3: Engaging and Communicating with Your suppliers

- ✓ Lead discussions with your suppliers on their feedback.
- ✓ Design a clear path to action to ensure insights translate into business action and transformation.



Step 4: Preparing for the Next Wave of supplier Feedback

- ✓ Build a plan to track and measure your improvements, commit to the next wave of feedback and continuously improve the way you work with suppliers.



Learn More:

<https://www.advantagegroup.com/4steps/SUP/1>

Learn More:

<https://www.advantagegroup.com/4steps/SUP/2>

Learn More:

<https://www.advantagegroup.com/4steps/SUP/3>

Learn More:

<https://www.advantagegroup.com/4steps/SUP/4>



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