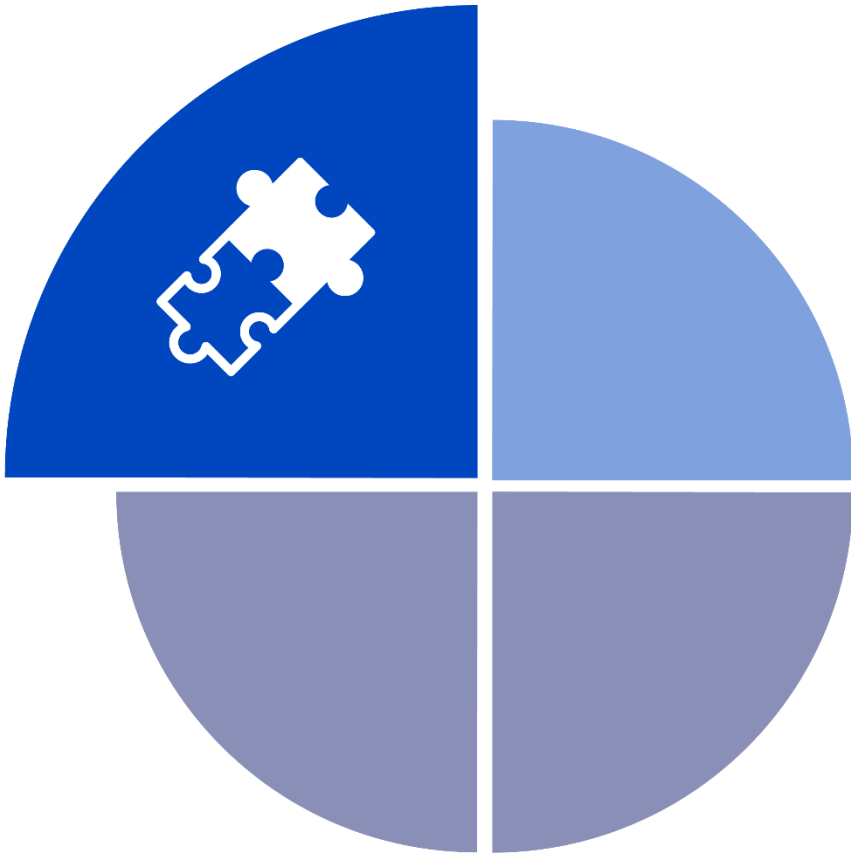


2023 Competencies and Definitions Voice Of Customer

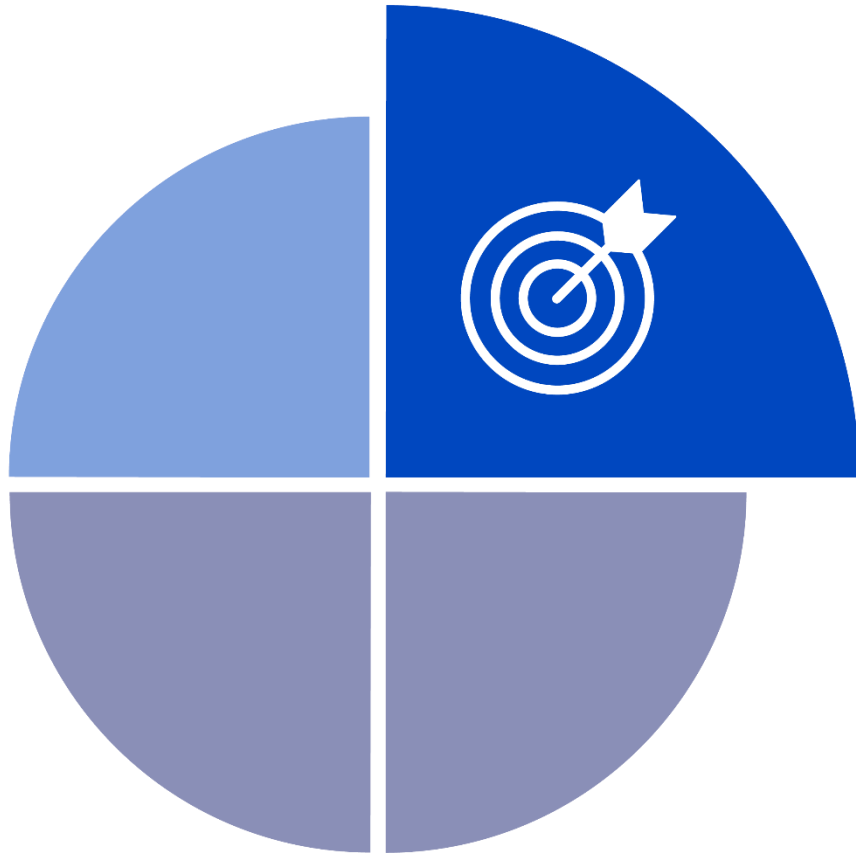
Partnership



Long Wording	Definition	Short Wording
Has a collaborative business planning process	The joint planning process facilitates the sharing of information & alignment on mutual business goals	Collaborative planning
Is easy to do business with	Makes it as easy as they can for us to work with them	Ease of business
Supports our strategic goals	Demonstrates a commitment to our strategy through the actions they take	Supports our strategy
Collaborates on forecast & demand plans	Works together to manage efficient DOS (Days of Supply) & maximise in-stock outcomes	Collaborative forecasting
Provides appropriate trade & media investment	Commits the commercial & business resources needed to achieve success with us	Trade investment
Communicates effectively	Communicates with us in a way that enables us to manage our business effectively	Communication
Customises initiatives to help us differentiate our business	Provides customised products & promotions based on our strategy & shopper engagement	Differentiation
Aligns with key supply chain metrics	Knows what metrics are important to us in our supply chain & manages their performance accordingly	Aligns supply metrics
Provides adequate margin	Provides us with a competitive margin	Margin

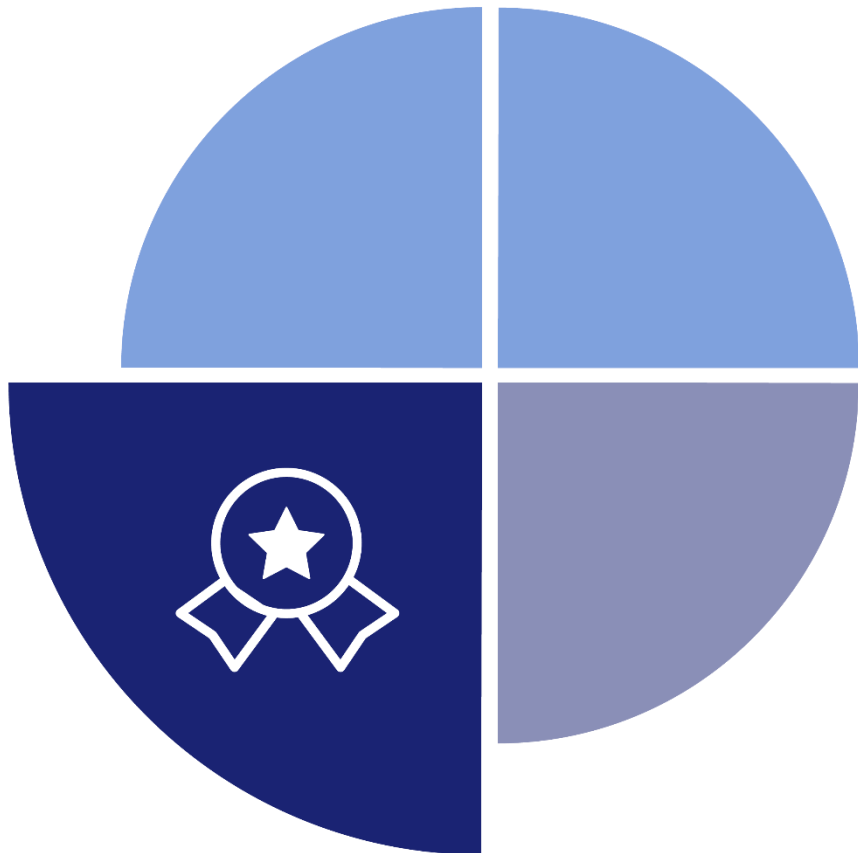
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Execution



Long Wording	Definition	Short Wording
Delivers on commitments	Consistently delivers on the promises they make across the business	Delivers commitments
Drives supply chain efficiencies	Is focused on continual improvement to support efficiencies across our supply chain management	Supply efficiencies
Delivers effective shopper marketing programs	Shopper marketing programs resonate with shoppers & deliver expected outcomes	Shopper marketing programs
Optimises range/assortment	Manages range & assortment so every SKU has a clear purpose linked to insights	Range/ Assortment
Customer service communication	Customer service communication provides us with the knowledge we need to manage our supply chain effectively	Customer service
Drives category growth	Provides a product offer that drives growth & benefits the category	Category growth
Integrates e-commerce strategy	Works together to achieve a seamless path to purchase across store & digital transactions, avoiding channel conflicts	e-Commerce integration
Meets our on-time & in-full requirements	Delivers to our needs on-time & in-full	On-time & in-full
Managing promotions	Manages promotions from insight through to execution & post-program analysis	Managing promotions

Reputation



Long Wording	Definition	Short Wording
Builds trust	The way they engage with us instils a sense of trust in them as partners to our business	Trust
People are capable & experienced	Their people have the level of capability & experience we expect in our key partners	Capability & experience
Demonstrates cross-functional alignment across their business	Working together across all appropriate functions/departments in support of our business	Cross-functional alignment
Environmental, Social, Governance & Wellness objectives are clearly communicated	Shares their sustainability & ESG objectives with us to aid our understanding of the strategies & initiatives	Sustainability & ESG

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Vision



Long Wording	Definition	Short Wording
Agile in adapting to changing needs	Responds & adapts quickly to changing marketplace needs	Agility
Engages with us on product innovation	Collaborates with our business to identify opportunities for product solutions	Innovation
Demonstrates digital leadership across the business	Thinks about digital solutions across the business & shares improvements/best practices for implementation	Digital leadership
Provides objective insights for category development	Brings insight to help manage the category from a holistic perspective not just their brand	Objective insights