

Our strategy

Strategy in action

CUSTOMER SERVICE




SIG is bringing increased value to our business customers across the construction industry by investing in the service standards and effectiveness of our sales force and branches.

EXECUTING OUR STRATEGY

- Invest in trade counter, branch and sales staff training
- Establish central telephony-enabled sales teams providing consistent response levels
- Create specialist customer retention teams
- Restructure external sales teams to track performance and increase accountability
- Reduce administration distractions
- Improve process for inbound leads and use of CRM to drive quote prioritisation and conversion
- Develop enhanced B2B 'click and collect' capability

LINK TO KPIS

- Like-for-like sales
- Return on sales
- Return on capital employed
- Headline financial leverage
- Lost work day rate (UK & Ireland)

 Read about our KPIs on pages 22 and 23

INVESTING IN BRANCHES AND SALES



CASE STUDY: *Serving our Roofing customers*

Our customer service strategy in our UK Roofing business is focused on enhancing the effectiveness of our sales force by increasing investment in our branches, fleet and staff training. The establishment of off-site telephony-enabled sales teams will provide consistent levels of response to our customers' orders and enquiries, as well as providing a platform to support our branches in customer retention. Further development of our network of IT systems, and in particular CRM, will enable us to increase the accountability of our sales teams through improved data management and performance tracking, as well as facilitating swift and robust quote conversion, ensuring we bring value to our Roofing customers.

 www.sigroofing.co.uk

Plans to invest
£1.8m
75 LOCATIONS

Branch trials
10-30%
GROWTH
IN CASH SALES

