



Solutions for Retail Brands

Supplier Engagement 101

The Three A's of Supplier Engagement

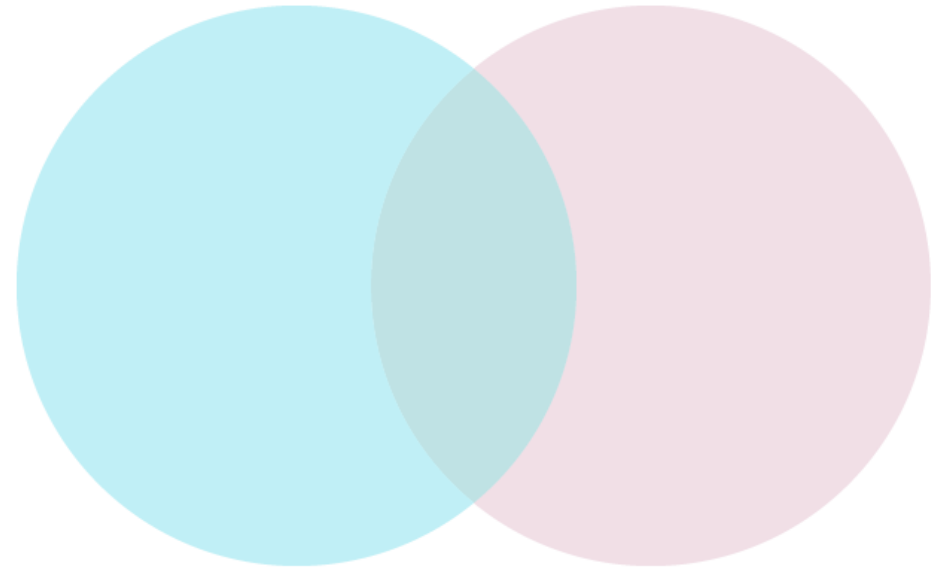
The Two Sides of Supplier Engagement

Tactical



The three pillars of supplier engagement
(Communications, Transparency, Support)

Cultural



Working with suppliers as One Team
(Collaboration, Accessibility)

The Three A's

Accurate

You know the correct contacts for different topics with your suppliers' organisations and they understand what is expected of them in that role.

Measures: Role Compliance and Supplier Communication Delivery Rate.



Aligned

Supplier contacts understand how they fit into your strategy, what systems they need to use and how to operate within your ways of working.

Measures: Supplier Communications Open Rate and Communications Acknowledgement.



Activated

Supplier contacts invest their energy, expertise and passion the pursuit of achieving mutual growth and prosperity.

Measures: Your Business Goal (e.g. Plastic reduction, Specification Accuracy, Ontime NPD).



Supplier Contact Accuracy

Best Practice

- **Clearly document the supplier roles** required by your organisation and the expectations you have of the supplier contacts who hold those roles.
- Complete a **Supplier Contact Accuracy Campaign** to educate suppliers about these expectations and confirm the current correct contact with your current suppliers.
- Provide suppliers transparency using an **online Role Compliance dashboard** by sharing whether they a contact assigned to each role who is still engaging with communications.
- Re-complete a **quarterly Supplier Contact Accuracy Campaign** quarterly to make sure that the supplier contact are still accurate and that they are reminded of your expectations.
- Proactively **review email bounces, opens and acknowledgements** weekly to identify where supplier contacts may have changes without updating you.
- Explore a solution like S4RB Affinity™ to **automate supplier contact accuracy** management to maintain high levels of supplier engagement whilst minimising the administrative burden on your team.



Supplier Contact Alignment

Best Practice

- Build an **“air traffic control” communications plan** to manage the flow of communications to you suppliers.
- **Proactively communicate your strategy** to suppliers and be explicit in what you see their part is in achieving your business goals.
- **Weave a golden thread** throughout your communications that links strategy to programs of activity and programs of activity to specific calls-to-action.
- **Nurture a small network of friendly suppliers** for whom you can call upon to sense check communications with and identify any ambiguity or supporting information that may be required.
- **Leverage different types of content** like video, graphics and podcasts to respect individual learning styles and the evolving way that we all consumer information.
- Explore a solution like S4RB Affinity™ to ensure your team have **tools designed specifically for the complexities of with engaging supplier contacts within a modern supply chain** all in one place.



Supplier Contact Activation

Best Practice

- Use the **“Rule of Five”** to anticipate that every supplier call to action will require five emails to maximise completion: Expectation setting, Call-to-action, Reminder, Due Today and Overdue.
- Provide suppliers transparency using an **online KPI dashboards tailored to your specific business goals** to show them how they’re performing against your expectations.
- **Curate a knowledgebase of supplier self-help content** so that suppliers can help themselves to improve whilst reducing the supplier development burden on your own team.
- **Centralise supplier queries** to identify trends, improve your teams efficiency and drive continuous improvement in your supplier knowledgebase.
- Explore a solution like S4RB Affinity™ to **quickly integrate KPI data from your core business systems and securely share it with suppliers** via an interactive online supplier scorecard underpinned by supplier self-help.



Solutions for Retail Brands (S4RB)

Award-winning supplier engagement software, resource and expertise

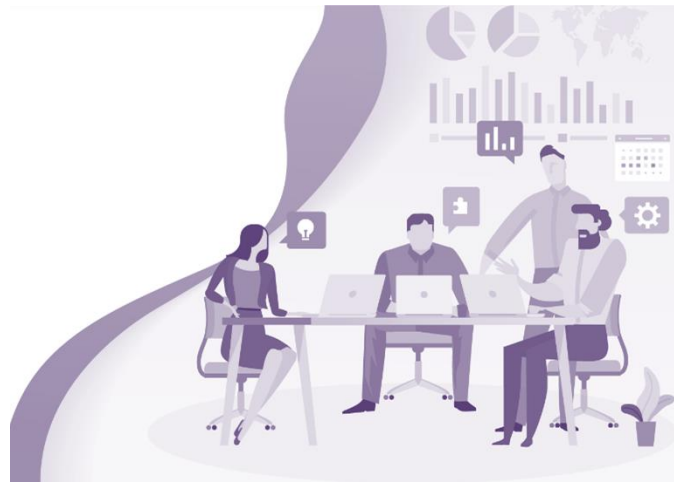
Engagement

Align and activate suppliers in your ways of working and business change



Data Collection

Collect and report on critical supply chain data at pace and scale



Performance & Collaboration

Work with suppliers as one team around one view of performance



The Affinity™ Platform

Supplier Engagement at Scale

Engage

Engage your suppliers with all the tools you need in one place.



Collect

Quickly collect and report on any data with flexible forms and dashboards.



Perform

Empower suppliers to perform by sharing and collaborating around your KPI.



The Affinity Platform

Supplier Engagement at Scale

Engage

Engage your suppliers with all the tools you need in one place.

- ✓ Unlimited supplier and admin users
- ✓ Supplier Communications Management
- ✓ Searchable knowledge base
- ✓ Supplier Query Management
- ✓ Supplier collaboration and task management
- ✓ Contact accuracy dashboard and supplier scorecard widget
- ✓ Ontime resolution dashboard and supplier scorecard widget

Collect

Quickly collect and report on any data with flexible forms and dashboards.

- ✓ Data collection forms
- ✓ Multi-level forms with embedded guidance
- ✓ Version control and supplier segment form targeting
- ✓ Reporting and completion dashboard and supplier scorecard widget

Perform

Empower suppliers to perform by sharing and collaborating around your KPI.

- ✓ Secure data feed from spreadsheet, file transfer or API
- ✓ Robust supplier/product data attribution
- ✓ Supplier scorecard performance widget
- ✓ Admin and supplier-facing dashboard
- ✓ Each KPI includes one data feed, dashboard and supplier scorecard widget

Affinity Add-ons

Supplier Engagement at Scale

Engage Academy

Scalable supplier development that people actually enjoy doing

- ✓ Independent-learning online training courses created using knowledge base content
- ✓ Mandatory and optional courses
- ✓ Training and event booking management with optional payments
- ✓ Gamified experience using points, levels and badges
- ✓ Supplier development dashboard and supplier scorecard widget

Collect Assessments

Minimise admin and maximise completion of business-as-usual supplier assessments

- ✓ Managed forms (approve, decline and request further information)
- ✓ Automated annual/periodic renewals
- ✓ Accept supplier payments
- ✓ Reporting and completion dashboard and supplier scorecard widget
- ✓ *Optional:* Supplier funding dashboard

Collect Advanced Reporting

Converts Affinity into a flexible and accurate supplier and product information repository

- ✓ Advanced search for data collected through Affinity Collect module
- ✓ Data completion dashboard and supplier scorecard widget

Thank you, Any questions?

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