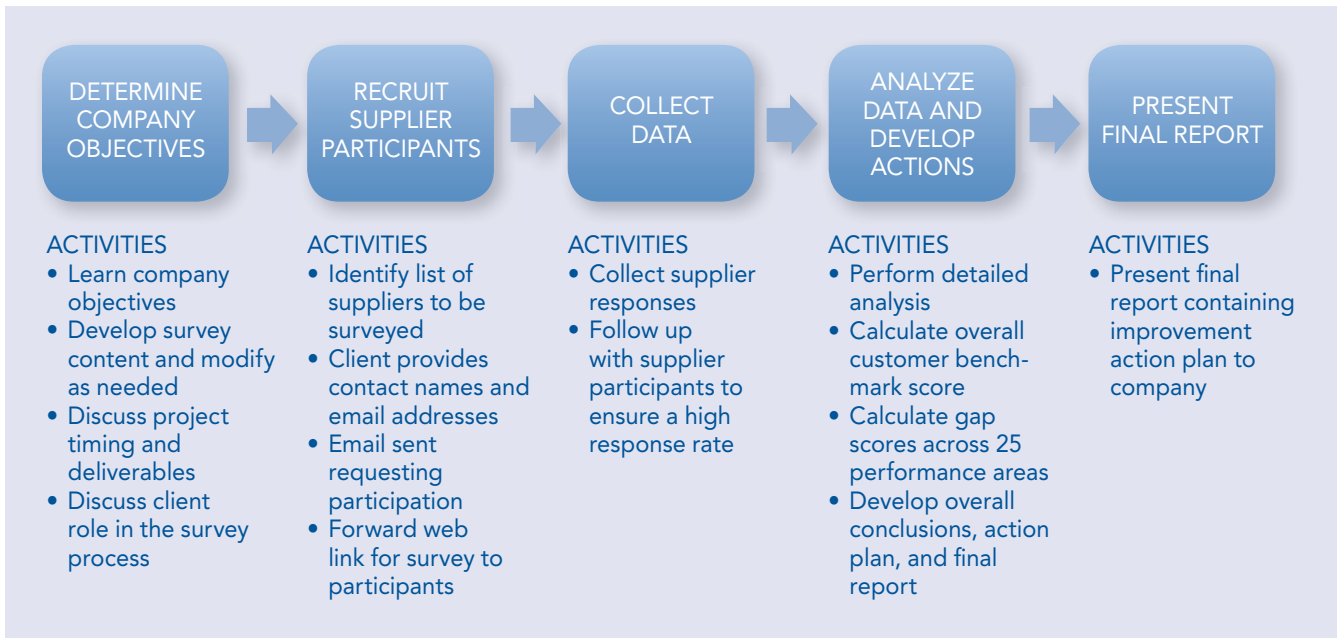


S³: Supplier Satisfaction Surveys



Overview

Leading companies often take advantage of a powerful source of competitive advantage: preferred relationships with their suppliers.

Research shows that these customers receive preferential treatment from their suppliers in two important ways:

- **Direct investment** made by the supplier to benefit a single company, such as dedicated capacity, exclusive use of a new technology, or key engineers assigned to the customer’s product development teams.
- **Exceptional service**, such as preferential scheduling of orders, more frequent deliveries, better pricing, shorter lead times, and similar advantages.

Are you the type of company who consistently receives preferred treatment and investment from your suppliers? Or are you “just

another customer” — one of the many who fail to capture the benefits that a world-class supply base can provide?

Greybeard’s Supplier Satisfaction Survey (S³) can provide the insight you need to take advantage of this too-often untapped competitive edge.

The S³ Survey

S³ is a comprehensive survey built using all of Greybeard Advisors accumulated expertise in supplier and supply chain evaluation.

It is specifically designed to provide not merely data, but actionable information. Unlike surveys that simply generate reams of numbers, S³ is designed to reveal real insights — including initiatives that you can quickly put to work in your company’s operations.

Using this information, Greybeard Advisors will identify strengths and weaknesses of your supplier

relationships, and help you focus in on the best opportunities for improving performance.

The Importance of a Third-party Survey

The fact that S³ is a third-party survey separates it from in-house polls drafted and conducted by customers themselves. First, customers often lack the objective perspective needed to conduct a truly effective poll. Even more importantly, third-party surveys provide an environment in which suppliers can provide detailed feedback without “fear of reprisal.” In this way, third-party surveys generate more complete, accurate, and timely feedback — and return far greater benefit for the research dollars and the time invested.

Please turn to reverse side.

S³: Supplier Satisfaction Surveys

Key Deliverables

The deliverables from the S³ process include the following key elements:

Comprehensive survey

The survey consists of detailed questions that probe key aspects of how suppliers perceive your company. It covers such areas as:

- Your performance as a customer
- Ethical and business conduct
- Procurement knowledge and skills
- Quotation, negotiation, and contracting practices
- Responsiveness to supplier concerns or questions
- Quality and delivery performance requirements
- Business-to-business relationship
- Business opportunity and payment terms
- Supply chain information sharing and transaction efficiency
- Comparisons against an ideal customer

Greybeard and the client will collaborate on survey content and the potential supplier list. From that point on, Greybeard manages the project in a turnkey fashion, handling every aspect of survey execution, data collection, analysis and reporting.

Survey analysis

Analysis of responses to the survey allows Greybeard Advisors to identify strengths and weaknesses of your supplier relationships, and help you focus in on the best opportunities for improvement.

CASE HISTORIES

Greybeard Advisors conducted a satisfaction survey among raw material suppliers for a major consumer products company. The survey revealed that because the client company was focused solely on supplier pricing, they were missing significant product improvement opportunities — ones that competitors were capitalizing on. Competitors who focused on the total value of the supplier relationship, rather than just price, were working with many of the same suppliers to optimize product performance, open up new market opportunities, and gain market share.

A similar survey at a major electronics firm revealed that the company was the least preferred OEM with which to do business — and why. In response, the company embarked on the recommended improvement plan, eventually becoming the preferred OEM among suppliers, and gaining competitive advantage as a result.

Quantitative benchmark

A key deliverable of the S³ process is a quantitative score that measures your total performance against that of an ideal customer. Clients can use this score as a benchmark to assess their current status and to gauge their progress in improving supplier management practices.

Performance gaps

Another key deliverable from the S³ process is a report on performance gaps. These represent the difference between what suppliers say is important to them and the performance you deliver to those suppliers. They are a clear indication of areas where improvement is possible.

Detailed action plan

Finally, S³ goes beyond the presentation of data to provide advanced statistical analyses of the current state of supplier perceptions, together with a customer-focused action plan that maps out specific and detailed improvement opportunities.

Why Choose Greybeard

The S³ survey is another way that Greybeard delivers a higher ROI ("return on consulting investment") than conventional consulting firms.

The improvement formula of the S³ process is straightforward:
Measurement = Feedback = Change = Performance Improvement.

But Greybeard's key differentiator is who delivers this formula: real-world practitioners, whose combination of expertise and experience translates this raw data into practical action plans that generate results.

ABOUT GREYBEARD ADVISORS

Greybeard Advisors is a leading provider of advisory services, including transformation assessment, professional training and mentoring, and third-party surveys for procurement and supply chain management.

To learn more, visit:
www.GreybeardAdvisors.com