

IMPROVING ALIGNMENT IN CUSTOMER/SUPPLIER RELATIONSHIPS



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Using alignment awareness to increase contract performance.

A global products company deployed a series of AO uses within its supplier base, using AO to measure alignment in several multi-year, direct materials, contracts.

The sample of contracts ranged from new relationships to long tenured suppliers, small and large contracts, successful and challenging relationships. Each customer/supplier pair involved between 16 and 72 individuals actively involved in leading and operating each relationship.

Each customer and supplier team analyzed the alignment within their organizations, and between their two organizations, across 14 aspects of the relationship. The alignment analytics were used with each supplier to acknowledge alignment and pinpoint a variety of known and unknown misalignments invisible in traditional Voice of the Customer and Voice of the Supplier surveys.

Beyond enhancing the performance of each relationship, for the customer, trends appeared which indicated a correlation between internal practices which lead to higher alignment and greater relationship success, and others that were the cause of weaker contract performance. The customer's supply chain group has adjusted its practices and is applying AO to additional categories of direct and indirect spend.

CONSULTANT SERVICES:

Consultative: Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

Advisory: Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

Collaborative: Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

KEYNOTE SPEAKER/WORKSHOPS

TRAINING & FACILITATION

COACHING & MENTORING

STAY CONNECTED



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Aligning Performance Improvement w/Corporate Strategy