In 2014, big change. We weren't meeting our targets and growth ambitions, and our competitors are overtaking us.

1. Contributor to our customer’s loyalty is their interaction with sales and support and yet feedback showed our customers were clearly unsatisfied. Ever becoming more and more difficult to deal with, it's unclear who to deal with and some of my businesses don't see them at all taking longer to respond to me and don't seem to understand my needs. We having to go elsewhere to meet our needs.

A number of factors contributed to this;

We were lacking in coordination and effective planning and we weren't communicating well amongst ourselves. Ensure our sales force wasn't efficient. All of this was affecting our top and bottom line and our share price.

We needed to lift our game and be fit for growth. So as a part of our global company program, there is on 2020 vision, we launched commercial transformation as a do more strategic initiative, a set of actions to help us meet our growth ambitions, and deliver outstanding customer service. Commercial transformation is built upon five key actions, identify and understand our most important end user customers;

* leverage all our channels
* improves sales responsiveness
* enable a high performance sales team
* and continuous improvement through sales excellence

That means being clear who our customers or and what they need today and into the future, aligning our sales coverage to meet these needs by having one account owner and the right support network. Being aware of the products and solutions we offer, irrespective of what business unit they come from and selling more through our existing channels to market acknowledging the full extent of our customers being and engaging in the most appropriate way;

* face to face engagement
* over the phone
* digital engagement
* Field Sales, and inside sales
* providing learning and development pathways,

The right tools and measures and through coaching and mentoring to enable our salespeople to meet the needs of our customers. Driving commercial transformation by constantly improving and exploring new possibilities. Status quo is simply not an option. Our customers are relying on us to change.

What does this mean for us?

We can be a faster paced more agile and adaptive commercial force out of a high performance team and culture fit for growth and setting industry standards on customer service and satisfaction now and into the future. A future that sounds like this.

My V2 colleague from energy and my partner contracted BD helped me come up with a great solution for one of my key customers, despite a lot of obstacles were delivered a timely and effective solution and my customer was extremely happy. As a result of feedback from sales and see see see, we managed to get an urgent delivery to one of our key contractor partners for an energy offer, which was for critical install to one of our key strategic end user customers. I managed to find a solution for one of our key contractor partners, which allowed them to raise a critical purchase order on our energy business leading to immediate dispatch. I've just received feedback from my manager that one of our key end user customers is extremely satisfied with their recent experience as a result of my efforts. I received an urgent order from one of our key contractor partners, which posed some challenges. I immediately sought the support from finance and GSC.

I just received feedback that both our contractor partner and our end user customer are extremely happy with our efforts. As for our customers, you can look forward to feedback that sounds like this.

All right, key partner to my business. I have a great relationship with my sales contact, who supports me across the full breadth of services. Recently, I had a critical issue that I needed to solve with my contractor. With the involvement of it was resolved quickly and without a hassle. No one can match the breadth of what can do our solutions, offers and services, the caliber professionalism and expertise of our people, and the strength of our channels to market.

It's important that everyone understands their part in our customer centric organization. By working together, we can build a better future for our customers and for us