

Customer Charter

Our commitment to our customers



Our experienced team solves problems using our technology, skills and expert knowledge to provide intelligent supply chain solutions for our customers.

We put our customer first

We always put our customer first. We make it our business to understand your business and promise to place our customers at the heart of everything we do.



We add value to your business

- We solve your problems using technology and expert knowledge to provide intelligent supply chain solutions
- We are agile, and act at pace to ensure you stay ahead of the competition
- We deliver robust, bespoke and innovative software solutions aligned to your business needs
- We look after your supply chain enabling you to focus on running your business



We will deliver service excellence

- Your customer is our customer - we make it our business to understand both!
- We thrive on challenges and high demand and in turn deliver high levels of support
- We have dedicated account management and customer support teams keeping channels of communication clear
- We strive for excellence and manage our performance through agreed service levels and KPIs



We ensure your supply chain is better, faster & cheaper

- We constantly develop new ideas to deliver you market leading services
- Our continuous improvement initiatives deliver cost savings together with best in class solutions
- We streamline process to eliminate waste



We are a trusted and integral partner

- We have a consultative approach to business, we listen and understand your problems and solve them
- Giving you direct access and visibility of our operational data, promoting transparency at every milestone

Proactively adding value



Our technology underpins everything we do and guarantees that you have full visibility throughout your supply chain and access to data that we can use intelligently to add value to your business and your end customers.

You can rely on us to deliver what we've agreed and will have regular proactive conversations with your stakeholders about how we can ensure continuous improvement and how all of our services can help your business.



Making customers faster, better, cheaper by being this ourselves



Our proprietary technology is industry-leading and has won retail sector accolades for innovation.

It allows our customers to gain the business intelligence that gives them an edge over the competition.

We can - and will - streamline and speed up existing processes which keeps your customers happy and is evident on your bottom line.



Delivering service excellence



We understand the value our people bring and are committed to investing in our employee development with a dedicated customer service team and training and development programme.

All areas of our business are audited and targeted against living up to our customer charter.

We have an entrepreneurial and supportive culture with clear values which we all live within each working day wherever we are in the business and wherever we are in the world.

'Your customer is our customer - we make it our business to understand both!'

Being a trusted key partner



At ASCG, we make it our business to understand your business and the wider issues impacting our sector. Through industry-leading research, we'll share our insights and factor them into our day-to-day delivery.

We set robust SLAs and report against agreed KPIs in line with our scorecard. We'll be proactive in identifying root problems and come to you whenever possible. If you identify issues, we'll work in partnership to troubleshoot and get to a solution - quickly.

We understand that you need to keep a tight grip on costs and transparency is key. You have our word that we'll always provide fair and transparent pricing, as well as full invoice visibility.



For further information about the trends and research featured in this report, please contact:

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