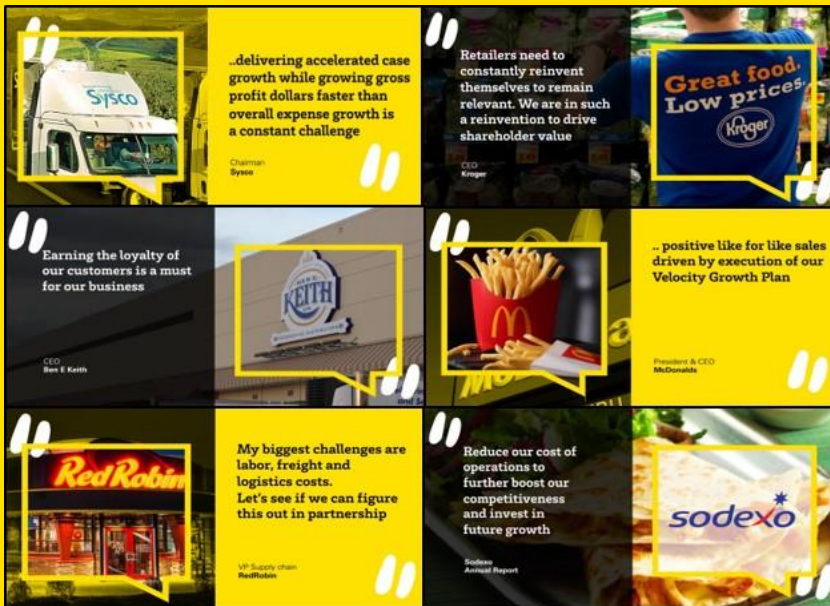
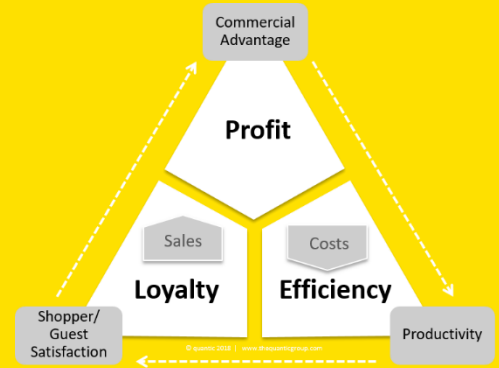


Good To Great Customer Leadership – A snapshot.



The pace of change we're operating in will never be as slow again as it is today – consolidation, digitalization, consumer megatrends like the need for speed, demand for experiences and rising business costs are **impacting all customers at some point across their value chain.**

In their search for profitable growth our **customers want to embrace change** in a way that brings **competitive advantage**. This requires them to **balance their efforts** in initiatives that **drive sales revenue and customer satisfaction** while **managing their total cost of doing business to improve efficiency, productivity and their ability to compete.**



These things matter across **all channels and customers** so they **MUST** matter to McCain.

Winning suppliers are



They have **elevated customer engagement beyond product conversations** and are bringing solutions **across the value chain.**



“OUR PROFITABLE TOPLINE GROWTH ACHIEVEMENT WILL BE A MEASURE OF OUR CONTRIBUTION TO OUR CUSTOMERS SUCCESS IN ACHIEVING **THEIR** BUSINESS OBJECTIVES. HELPING THEM TO UNLOCK OPPORTUNITIES AND RESOLVING THEIR PAIN POINTS. WE MUST START HAVING SMARTER BUSINESS CONVERSATIONS ABOUT GROWTH AND EFFICIENCY FUELLED BY GREAT USE OF DATA, INSIGHT AND MARKETING AMMUNITION”.

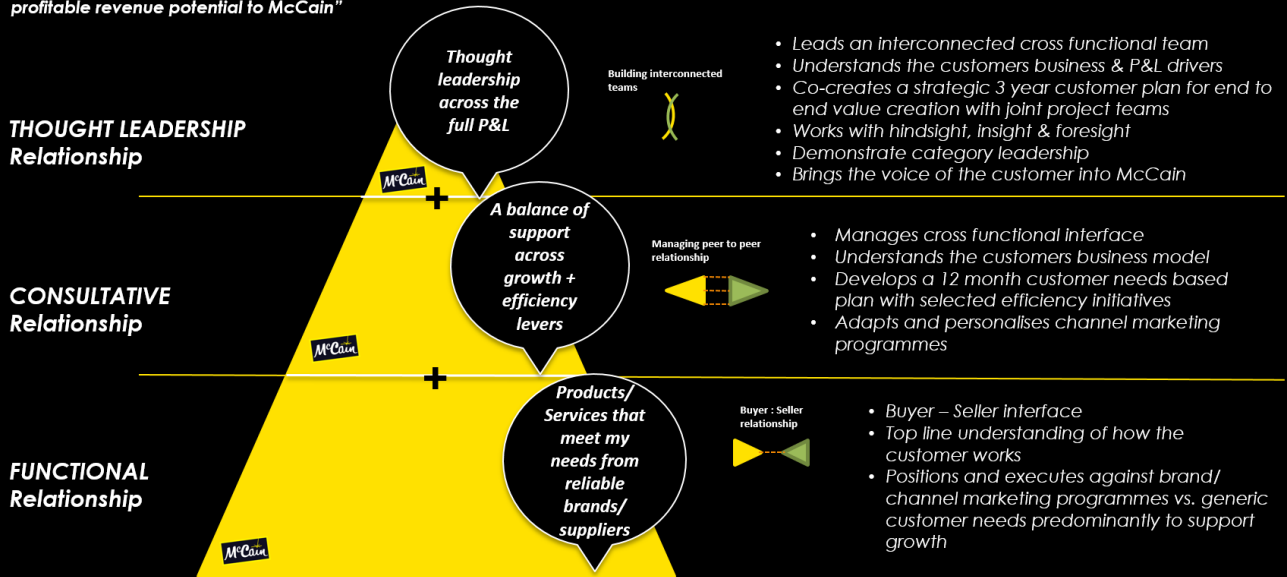
Frank Finn, US President.

Moving from **good to great customer leadership** means evolving to **The McCain Way of Winning with Customers**, famous for **unlocking end to end customer value**. Our approach will be driven by **customer size, complexity** and the **size of opportunity** identified through our operating frameworks. These dimensions will drive the nature of our customer relationships.



What great Customer Leadership looks like

"Helping customers to achieve THEIR objectives using mutually beneficial solutions that maximizes their profitable revenue potential to McCain"



Making this step change will ensure that McCain remains **highly relevant to our customers**, that we are **entrusted with their business** and become **integral to their success**. Our customers experience of working with McCain will be further enhanced resulting in – **profitable topline growth**.

Partner
not a
vendor



"WE CONTINUE TO MAKE HEADWAY IN EFFICIENCIES SUPPORTED BY SUPPLIERS BUT THERE'S MORE WE CAN DO TOGETHER".
CFO, Walmart.

"THE BEST SUPPLIERS ARE THE ONES WHO BRING MORE VALUE THAN THEY SELL".
VP Supply Chain, Red Robin.

Start your journey from Good to Great by using the picture of "What great Customer Leadership looks like" to:

1. **Identify the level of relationship that you have with your customers and they want with McCain.**
2. **Challenging yourself on your step up areas vs. the relevant criteria of a great Customer Leader.**