

EXCELLENCE GUARANTEED

Understanding the needs of our customers is central to the sustainability of our business.

Customer care is a journey of continuous improvement. We are constantly upgrading our expertise through internal and external training to ensure we speak the language of specifiers and installers fluently.

The needs of the construction industry are becoming increasingly sophisticated and it is vital that we understand what information our customers require when it comes to sustainability issues such as Life Cycle Assessments (LCAs), Environmental Product Declarations (EPDs) and Building Information Modelling (BIM).

Customers are also increasingly demanding technical input on subjects such as building physics which covers key topics such as acoustics or fire resistance and a better understanding of technical performance.

Thirdly, understanding how our systems and products can make life easier and more effective for our customers is a core characteristic of many of our training sessions. It is not enough to simply understand a product's unique benefit, it is vital that our customers understand how to maximise its performance.

Finally, it is critical that our colleagues understand the challenges facing our customers and are empowered to find the solutions that provide long-term support.

Here's what we have learned so far from our Customer Excellence Programme.



TELYUKOV DENIS,
NATIONAL RETAIL & DIY LEADER,
SAINT PETERSBURG, RUSSIA

What training sessions did you organise?

We have carried out a wide range of training for sales teams in Russia to improve their knowledge of our products and how to substantiate their performance. There has also been a seminar on pitched roofs as well as external training to fine-tune sales presentation.

What are the benefits of this training for our customers?

They receive expert advice about the right insulation products for the right job – 24 hours a day, seven days a week – supported by a specialist who understands the demands of their business.

How has the training made a difference?

For our colleagues, the training has been an important KPI accomplishment and we have been able to confirm their core competences. For our customers there has been a greater level of satisfaction.



SUSANNA FARNES,
MARKETING MANAGER FOR
THE MEDITERRANEAN AREA

What training sessions did you organise?

We organised training in Spain for the Spanish and Italian technical and specifier teams with a focus on the importance of sustainability as a critical trend and key benefit of our solutions.

What are the benefits of this training for our customers?

Our teams have a vastly improved insight into Green Building Rating System topics that are important to our customers and are able to provide more effective solutions and support.

How has this training made a difference?

Our sales teams are even more confident. They can offer more support to our customers and talk in detail about subjects such as EPDs, LCAs and specific green building areas of interest which means they have a lot to offer specifiers and architects.



STIJN THIELEN, MARKETING
MANAGER, THE NETHERLANDS

What training sessions did you organise?

We have conducted talk-track training for our new innovative Mineral Wool MW35 solution. Talk-track allows our colleagues to understand the benefits of our innovations and enable them to present them effectively to potential customers.

What are the benefits of this training for our customers?

What is most important is that our colleagues can better support customers because they can clarify needs and advise customers on the right solution during a relaxed but informed conversation.

How has the training made a difference?

MW35 is a great success in The Netherlands. I'm sure training was a major contributing factor.



STEVE DUKE, COMMERCIAL
DIRECTOR, UNITED KINGDOM

What training sessions did you organise?

The UK sales teams have undergone customer engagement training which is delivered in two stages, two months apart, to enable our colleagues to use their new skills and review them at the second session.

What are the benefits of this training for our customers?

The course focuses on helping us better understand our customers' needs. It also helps focus attention on areas that have value for them such as technical support, specification activity, product attributes, supply chain, security and so on. Often we tend to take these aspects for granted when they should be highlighted as often as possible.

How has the training made a difference?

The training process has just started but those who have attended have come away inspired and determined to start driving a shift in the way we engage with our customers.



MARKUS ELSPERGER,
MARKETING DIRECTOR
FOR KNAUF INSULATION,
CENTRAL EUROPE

What training sessions did you organise?

We carried out training for the whole sales team in Germany in 2016 and training will take place in Austria in 2017. At every meeting our focus is on technical sections which also includes technical training for the sales team. Four times a year we give new employees general product training.

What are the benefits of this training for our customers?

We carried out a customer satisfaction survey in December 2016 and our customers confirmed that we have the most knowledgeable technical support in the market.

How has the training made a difference?

We see the training paying dividends particularly at construction sites where customers may have a specific technical issue that they need to resolve.



JEAN-PIERRE PIGEOLET,
PRODUCTS & BUILDINGS
SUSTAINABILITY MANAGER

What training sessions did you organise?

In Germany, we arranged trainings in ETICS and for flat roofs. In Italy and Spain, 'train the trainer' involved giving training to those who can share the information with colleagues as well as training customised to dedicated markets. For example, we compared EPDs and their impact related to specific markets and applications. They were highly dynamic sessions.

What are the benefits of this training for our customers?

It really helps our colleagues understand their market and take advantage of our product and service's benefits in terms of sustainability. These include ECOSE Technology, EPD availability, LEED, DGNB and BREEAM factsheets and recycled content. With training and additional tools our colleagues are better equipped to have face-to-face discussions with potential customers who need information about, for instance, indoor air quality or LCA. Our teams know where to get that information.

How has the training made a difference?

In Italy and Spain, for example, we have experts who can have detailed conversations with customers about sustainability issues at product and building level. They have also had deep conversations with LEED assessors who have come back and requested product information for specific construction projects. The questions coming from trained people are now detailed and focus on particularities we didn't even think about – proof that they are becoming experts and know where to take advantage of sustainability to get better buildings.

CUSTOMER EXCELLENCE IN NUMBERS

