



Welcome to UK News 8<sup>th</sup> Nov 2017  
your weekly update from around CEMEX UK

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## BEING THE BEST FOR FAMILIES

### A Safe Week



Congratulations to everyone for keeping yourselves and each other safe last week. All of our employees and contractors went home in one piece and safely to their families.

Keep up the vigilance and focus to make sure this becomes our norm every week for everyone.

### MPA Health & Safety Award Success



Congratulations to the CEMEX UK teams who were successful in winning Health & Safety Awards from the MPA. This year's MPA Health & Safety Awards presentation took place last week, attended by CEMEX colleagues from around the business.

The conference and awards was aptly entitled "Mind the Gap. Admitting the truth..... addressing the realities". One of the speakers was Julian Fisher who has served as an operational officer in the Secret Intelligence Service (commonly known as MI6). He commented that rules and regulations often do the job for us but the

responsibility lies with us. We have to understand the threat and reduce the vulnerability to achieve our safety.

Two award winners were Rugby Cement Plant for their robotic arm in the Engineering Initiatives category (more details can be seen in this short video: <https://vimeo.com/239838521>), and Rail Solutions received a Special Award for their contribution to MPA Best Practice. This year Rail entered their winch operated loading platform which saves colleagues having to stand on the buffers to guide the crane down when loading sleepers onto rail trucks (see picture, more details are in the video: <https://vimeo.com/238530898>)



In 2016 and 2015 Rail entered a sleeper turner and strand turner,



both great initiatives. Other CEMEX 'wins' included Individual Awards for Graham Wood and Adam Harrison both from Rugby Cement.

In total there were 138 Award entries to this year's awards.

The MPA announced that they will be championing a charity known as 'Mates in Mind' - for more information see <http://www.mineralproducts.org/17-release35.htm>. The charity aims to raise the awareness of, and addressing the stigma of poor mental health in the construction industry.

The awards CEMEX received were:

### Winner

Engineering Initiatives - Rugby Cement Plant

**MPA Special Award - Contribution to MPA Best Practice** - Rail Solutions - Washwood Heath

### Runner Up

Contractors Safety - Rugby Cement Plant

### Highly Commended

Bitumen / Asphalt / Contracting	- Lincoln Asphalt Plant
Contractor Safety	- CEMEX UK Logistics
Engineering Initiatives	- Rail Solutions Washwood Heath
Occupational Health and Wellbeing	- CEMEX UK

### Certificate of Merit

Bitumen / Asphalt / Contracting	- Local Asphalt Sheffield
Occupational Health and Wellbeing	- Rail Solutions
Reducing Occupational Road Risk	- CEMEX UK RMX

### Cars In The Mist....



With the misty, moist mornings of autumn well and truly upon us, remember to check that your car headlights are on in misty or light foggy conditions. Many modern cars have automatic lights, the sensors of which get confused with mist and fog and don't always switch the car head lights on. It is a good idea to manually turn on your headlights if you are driving in mist or light fog. White and silver cars are

particularly difficult to spot in such weather, so be aware of your cars visibility in poor conditions.

### Sheffield Thumbs Up For Hands 'Stand Down'!



Well done to the Local Asphalt team at Sheffield who supported the safety stand down by shutting the Asphalt Plant and depot at 11am to discuss eliminating hand injuries.

Steve Taylor, Plant Manager, commented: "There was a great deal of input from all, and the tangents for safety went far and wide. Overall this was a very worthwhile session and will be



used by all to keep safe at home as well as work whilst ensuring work mates, contractors and family are all looked after by stepping-in should they see something unsafe.”

Joining the Sheffield team in another part of the country the Rapidmix Plant was idle for a few hours, also in support of the hand safety stand down.

Paving Solutions Southern team also took time out to think about hand safety.

Well done to all these teams and anyone else who took the time out to focus on how to make our hands safer at work.



## BEING THE BEST FOR CUSTOMERS

### CEMEX Delivers The Future: CEMEX Go



On 6 November 2017 our CEO, Fernando A. González, announced the launch of CEMEX Go, our new digital platform that will transform the way customers interact with us. This is a key milestone in our history because we are setting the stage for a new era in the building materials industry, and we should all be proud that CEMEX will be leading the way.

With CEMEX Go our customers will be able to have real-time, on demand access to placing orders, tracking shipments, requesting order changes, invoicing and making payments, to name a few.

With the use of CEMEX Go, our customers will increase their productivity, will be able to make better business decisions, and have more control of their business, which is key to deliver a superior customer experience.

This is a bold step to become the most customer centric company in the industry, along with all other ongoing initiatives, such as the Customer Journey Experience Program, the implementation of the Net Promoter Score and a rigorous system of customer experience's KPIs, to name a few.

CEMEX Go has been launched in the U.S. and Mexico. Over the course of 2018, it will be rolled out in all other countries, including the UK, changing the way we do business all around the world. We need to be ready when that time comes, with your full support for this paramount project.

Remember that CEMEX Go is not only about a digital platform, it is also a new mindset for all of us that require new ways of working - more agile, more responsive, and transparent.

Two documents explaining what CEMEX Go is all about are attached to this document (or in the download section of UK News).

We will keep you posted on any advancements and specific preparation activities for our launch in 2018.



If you missed the CEO's launch webcast this week please see the link: <http://cmx.to/2AmVWRQ>

## Fulham And Croydon Delivering The Goods.....



Well done to the teams at Fulham and Croydon Readymix Plants for providing superior customer experience to Fenton Civil's last week. The customer had forgotten to place an order with us and the teams pulled out all the stops to get the delivery there the same day and on time.

The customer sent a thank you email for the prompt service the team delivered. Top job.

## BEING THE BEST FOR SHAREHOLDERS

### Sharing Knowledge To Help Spanish Growth



Last week Nichola Cox, Estimator, and team welcomed three colleagues from CEMEX Spain to demonstrate how we have grown the Cementitious Business to where we are today. They are planning to use our knowledge and experience (both good and bad!) to try to emulate what we have achieved here in the UK.

Nichola explains: "The visit consisted of a number of discussions regarding our Commercial and Operational strategy followed by a site visit to Warboys, where we are currently constructing a 72,000m2 pipe storage facility.

The two days we spent together generated a lot of interesting debate, where both parties took away ideas on how we could improve our way of working and push the business forward. The visit was viewed by our guests as invaluable, and they plan to put what they have learnt during their time with us to use back home. One of the attendees emailed: *"We will take advantage of the knowledge acquired to grow in our local business model. The visit has been very timely in helping us take the next steps in the promotion and execution of RCC projects in Spain."*

It was a worthwhile exercise all round and a great example of how we can be ONE CEMEX."

### Rail Tonnages Steaming Ahead Again



October proved to be a perfect example of stepping back to see the wood for the trees in Rail.

Nick Watson, Supply Chain Planning Analyst, took five minutes to reflect on last month's Rail performance and was pleasantly surprised - "I think the current problems we are experiencing in rail deliveries are very well known by those affected and it has been a very frustrating and stressful time for





those of us involved with seemingly only bad news to deliver on a daily basis. However, when we ended the month it was a welcome shot in the arm to see that we managed to deliver 250,000 T for the first time ever in a single month. This is the third time this year we have broken individual monthly records. While demand is very much outstripping supply at the moment we are squeezing every last possible tonne out of the current capacity and are now supporting some or all of the demand for two major CEMEX Projects (Paving Solutions at Killingholme and Aggregates supply to RAF Marham). We continue to grow the traffic year on year and are on course to break last year's record tonnage again in 2017.

Something for us all to remember that while it's easy to get caught up in the day to day, and sometimes only see the negatives, a small step back to see the wider picture often reaps huge benefits!"

A massive well done to the whole team for delivering an amazing result under very trying circumstances.

## Halkyn Launches Fleet Managed Solutions



Last week saw the launch of a joint project in Halkyn Quarry with Finnings Managed Solutions (FMS), to optimise the load and haul of rock from the Quarry face to the primary crusher.

The project team consisted of operators and management from the Quarry, along with Finnings personnel. Mick Ripley, Operations Manager North West, comments: "The team is looking to improve efficiencies within the fleet which will reduce the cost per tonne of material moved. Advances in technology

allow the fleet to be constantly monitored with data including payload, fuel, speed, distances, cycle times etc. The data collected will be reviewed regularly by the team which will allow them to look for any improvements and monitor the effects of any changes they carry out.

The launch was held at a nearby hotel during which FMS gave a presentation on Fleet Managed Solutions, and the opportunity was taken again to reinforce the message of Just Ci. As in most things the success of the project will depend upon all involved being 'On the Bus'.

Many of the Quarry personnel involved in the task were invited to the event along with maintenance personnel from both CEMEX and Halkyn. Feedback after the event was very positive with operators seeing the project as a challenge rather than as big brother watching them!"

## BEING THE BEST FOR COMMUNITIES

### A Killer Night Of Live Music From '*The Rushmore*'



James Taylor, Sales Exec for the Home Counties by day, drummer of indie band, '*The Rushmore*', by night! will take to the biggest stage in Rugby at The Benn Hall, Newbold Road



on Saturday 9<sup>th</sup> December where they are the support for *The Killerz* – the world's leading tribute to The Killers.

James has been with Leamington six piece, '*The Rushmore*', for around six years and is lucky to have played all over the Midlands. They have earned backing from 14 Records for their huge melodic indie album "*Welcome to the War*" available on iTunes, Amazon or Spotify.

This should be an amazing night of hits from *The Killers* and a huge opportunity for James with '*The Rushmore*'; it would be great to see some support from his CEMEX colleagues. There is also an after show party at London Calling on Castle Street, Rugby.

### ***The Killerz* supported by *The Rushmore***

**Saturday 9<sup>th</sup> December – The Benn Hall – Tickets: £11 – Doors Open 7pm**

Tickets are available for this pre Christmas gig can be obtained from The Benn Hall Box Office – [www.bennhall.com](http://www.bennhall.com) – Telephone – 01788 533719, or just pop into the Benn Hall right opposite CEMEX House in Rugby.

### **Rugby Foodbank Donations**



Look out for the donation bins in the Rugby office over the next few weeks for donations to the Rugby Foodbank. Lucy Birch, RMX Customer Service Manager, has organised them for your Christmas donations.

They are looking for items such as the following - please give generously:

Crisps and nuts  
Selection boxes  
Chocolate boxes  
Christmas cake  
Custard or evaporated milk  
Gravy granules  
Cranberry sauce  
Bread sauce mix/stuffing mix

Chutney/pickles  
Tinned Corned beef/Ham/Salmon  
Savoury crackers for cheese  
Packet trifle mix  
Shortbread biscuits  
Nets of chocolate coins  
Sweets  
Jars of meat/fish paste

## **BEING THE BEST FOR EMPLOYEES**

### **Phil Hits The 15!**



Congratulations to Phil Slaven in Asphalt Operations for reaching his 15 years of service with CEMEX.

Thank you for your commitment and loyalty and your continued efforts and support.



## Top Quality System Launched On World Quality Day!



Working as ONE CEMEX the UK technical team has completely refreshed the functionality, accessibility and content of our Quality Management System (QMS) across Aggregates, Asphalt, Readymix, Paving Solutions, Cement, Building Products and Rail. Over a 12 month period they have liaised with the end users of QMS to understand what the frustrations were with the current system and also engaged with them to help create new documents and processes.



As a result on Thursday, which is World Quality Day, the new ONE CEMEX quality system will be launched, the key features of which are:

- An APP style system which is accessible on PC, laptop, phone and tablets
- Offline platform to overcome any network speed frustrations providing a system that is Best for Employees
- Business specific process flow illustrations containing quality related documentation to aid navigation
- Centrally updated so everyone has access to the most up to date versions of documents and tools for consistency
- Shared system and structure across the UK businesses allowing us to share quality best practice

Look out for the download link for the new ONE CEMEX QMS in your inbox this week, your local Technical Manager can support with the download process if required.

We will of course welcome feedback on the system which will be reviewed at the business specific Quality Reviews in early 2018.

## 75% Of You Had Your Say.....



A big thank you to everyone who took the time to fill in the Engagement Survey. Early indications are that 75% of UK employees filled it in.

The results now need to be externally collated and we anticipate the feedback at some point during Q1 next year.



## Keith Reminisces



Last week you may recall we featured a story about IHC, Keith Lewis, who recently completed an impressive 44 years as an IHC for us. We asked Keith to dig out a photo from the 1970s and tell us how life has changed.

Keith continues: "Some things are better now, you can see from the photo that years ago there was no Health & Safety, so as you can see no PPE. The other massive change is the amount of traffic on the roads. 40 odd years



ago there was much less. Also, there were no driver hours so you worked longer and carried on until work was finished with no breaks.

However, there seemed to more camaraderie in those days with the drivers; now it seems everybody is just too busy with their own lives. I still see some of the old drivers that retired years ago and all of us reminisce about the 'good old days'!"

Thank you Keith for your thoughts, it is quite amazing how much has changed in your working life. I wonder what will be different in another 40 years?

### Internal Vacancies

IVC Ref	Position	Company	Location	Closing date
212-11-2017	Small End Customer Commercial Manager	Readymix	Rugby	10/11/2017
213-11-2017	Area Technical Manager	Aggregates	Midlands and East	16/11/2017
214-11-2017	Plant and Field Technician	Readymix Northern	Tyneside / Northumberland Area	16/11/2017
215-11-2017	Night Shift Charge Hand	Aggregates	Dove Holes Quarry	17/11/2017
216-11-2017	Plant Manager	Readymix Central	Bromsgrove Concrete Plant	17/11/2017
217-11-2017	Assistant Quarry Manager	Aggregates	Hyndford Quarry	10/11/2017
218-11-2017	Transport Planner x 2	Concrete/Readymix	Oldbury Office	17/11/2017
319-11-2017	Quarry Manager	Aggregates, Scotland	Loanleven Quarry, Almondbank	17/11/2017
320-11-2017	Sales Agent	Readymix	Rugby	13/11/2017

For details on roles and a full listing of weekly vacancies, together with information on how to apply, please log on to CEMEX Shift > My Services > Internal Vacancies>New IVCs.

### **We would love to hear from you for the next edition**

To send us a story: either click on 'submit a story' on the UK News website or email [gb-communicationsandpublicaffairs@cemex.com](mailto:gb-communicationsandpublicaffairs@cemex.com) or call us on 01932 583 217/006

If you can, please include a photo too (taken in super fine landscape setting and saved as a jpeg.) Thank you.







# MEET CEMEX GO

- CEMEX Go is a digital platform that transforms how we interact with our customers.
- CEMEX Go is the industry's first-of-its-kind, fully digital customer integration platform, available through desktop and mobile devices, allowing customers to access information anytime, anywhere — whether they are at an office, job site or on the go.
- It incorporates the latest advances in digital-industrial technology so that CEMEX can become faster, more responsive and more transparent — all in service of a better customer experience.
- It gives customers real-time, on-demand access to manage their relationship with CEMEX, including reviewing contracts and terms, placing and managing orders, tracking deliveries, checking invoices and making payments for CEMEX's main products, including bagged and bulk cement, ready-mix concrete, aggregates, and multi-products.
- With CEMEX Go, our customers can be benefited by increasing their productivity, allowing them to make better business decisions, and enabling them to have more control of their business.
- It not only allows us to meet customers' needs in ways our competitors cannot, but it also sets the foundation for us to add new value to our customer relationships in the future.
- This is a bold step to become the most customer centric company in the industry, along with all other ongoing initiatives, such as the Customer Journey Experience Program, the implementation of the Net Promoter Score and a rigorous system of customer experience's KPIs, to name a few.
- CEMEX Go has been launched in the U.S. and Mexico. Over the course of 2018, it will be rolled out in all other countries, changing the way CEMEX does business around the world.
- We are doing all of this with the support of our long-time partners, IBM and Neoris.
- Earlier this year, CEMEX launched its open innovation and venture capital unit, CEMEX Ventures, which focuses on engaging start-ups, entrepreneurs, universities and other stakeholders to shape tomorrow's construction ecosystem by tackling the industry's toughest challenges. The insights obtained from CEMEX Venture's core activities will enrich the ongoing iterative nature of CEMEX Go, as it adds functionalities to further create value for its customers in new and different ways. This commitment to innovation is more proof of how CEMEX will bring the global building materials industry into the interconnected age.



# Frequently Asked Questions (FAQs)



## 1. What is CEMEX Go?

It is a first-of-its-kind, fully digital customer integration platform. Combining CEMEX's industry leadership with cutting-edge digital innovation, CEMEX Go is a multi-device offering that provides a seamless experience for order placement, live tracking of shipments, and managing invoices and payments for CEMEX's main products, including bagged and bulk cement, ready-mix concrete, aggregates, and multi-products. It delivers real-time, detailed information that customers need to get more done in less time, enabling them to have more control over their businesses and increase value to their stakeholders.

## 2. Why are we launching CEMEX Go?

We are launching CEMEX Go because we are committed to delivering a superior customer experience, and the benefits of a best-in-class digital platform make that a reality. Fundamentally, customers expect more of us. With the rise of seamless experiences like Uber and Netflix, customers expect instant and easy access to information, products and services. As a result, speed, transparency and responsiveness are more important than ever. CEMEX Go allows us to meet customers' needs in ways our competitors cannot, and sets the foundation for us to add new value to our customer relationships in the future.

## 3. How will CEMEX Go benefit customers?

CEMEX Go will benefit our customers by:

**Increasing their productivity:** They can use CEMEX Go anytime, anywhere, whether they're reviewing a contract, placing an order, tracking a delivery, or making a payment. CEMEX Go reduces their administrative burden so they can focus on more relevant business matters. They will be able to do in minutes what used to take hours.

**Allowing them to make better business decisions:** CEMEX Go gives them the real-time and detailed information they need for more effective decision-making regarding their business or projects. History of transactions allows them to measure, adjust, and act.

**Enabling them to have more control of their business:** CEMEX Go puts the power in their hands. Manage directly their CEMEX account with full visibility and control.

## 4. What does CEMEX Go do?

CEMEX Go gives customers real-time, on-demand access to the following:

**Prepare to buy:** Review contract details, including price agreements, manage active locations, and create new jobsites.

**Place an order:** Select type and quantity of product, and confirm orders.

**Manage delivery and fulfillment:** Real-time notifications of order status, live GPS tracking of shipments, request order changes and receive electronic proof of delivery.

**Make payments and review transactions:** See invoices and related documents, manage payments; and register and track a dispute, if needed.

## 5. Do our customers really want this?

Yes. We spoke with over 3,000 customers all around the world to learn ways to improve their experience. Customers shared some of the most challenging aspects of their business and asked us to find ways to deliver a more streamlined and efficient customer experience. CEMEX Go is a promise to do our part in making customers' jobs easier every day.

## 6. Why does this matter for CEMEX?

The launch of CEMEX Go is a significant milestone as we continuously evolve to remain the industry leader and further accelerate our growth. CEMEX Go allows us to combine our core business strength with powerful,



integrated, digital tools that delight customers and make CEMEX a one-of-a-kind company. With CEMEX Go, we will combine our industry and technology leadership to deliver a superior customer experience.

**7. Does this indicate a strategic change for CEMEX?**

No. We have always been a customer-centric and customer-focused company, serving the needs of the market. CEMEX Go is a new approach to fulfilling that commitment.

**8. How will CEMEX Go grow and evolve in time?**

CEMEX Go is a major milestone in our digital transformation to achieve a superior customer experience. As with the launch of any new technology, its features and capabilities will evolve over time. Today's solution is the first step in shifting our customers from using analog support methods to a streamlined, digital solution. It will enable us to become more customer oriented and to continue to improve the value proposition that we give them.

**9. When will CEMEX Go be launched and in what countries?**

In November of 2017, CEMEX Go will be launched in the U.S. and Mexico. Throughout 2018, CEMEX Go will roll out in other countries, changing the way CEMEX does business around the world. More details about the specific rollout in your country will be provided in due time.

**10. How is CEMEX Go related to the Superior Customer Experience initiative?**

Superior Customer Experience is our goal to create experiences that surpass customers' expectations, experiences that are superior to the one's they've known with us, and superior to the ones our competitors can offer. We have launched the Customer Journey Experience Program, implemented the Net Promoter Score and other KPIs to measure our progress, and other initiatives. CEMEX Go is a clear commitment to how we will set a standard in our industry.

**11. What other initiatives in addition to CEMEX Go are underway to support the digital transformation of CEMEX?**

CEMEX is evolving and improving the IT infrastructure and processes to make it easier to get work done at a pace that meets the needs of our customers. Another initiative is CEMEX Ventures, which is focused on engaging start-ups, entrepreneurs, universities and other stakeholders to tackle the industry's toughest digital and technological challenges. The insights obtained from CEMEX Venture's core activities will enrich the ongoing iterative nature of CEMEX Go, as it adds functionalities to further create value for its customers in new and different ways. This commitment to innovation is more proof of how CEMEX will bring the global building materials industry into the interconnected age.

**12. What will change about our processes and how we operate?**

CEMEX Go raises the bar on how we operate. It demands that we increasingly act with speed, agility and innovative thinking — all in service of meeting the evolving and accelerating demands of our customers. We anticipate that the responsibilities of certain roles may change. We may spend less time on customers' administrative needs and more time applying our expertise and experience to help our customers grow and succeed. With the use of CEMEX Go, our customers' businesses will grow and change, and so will we.

