

# EIGHT WEEKS TO



Your weekly CEMEX Go pre-launch update

## What exactly does CEMEX Go offer to our customers?



It's a new way for our customers to deal with us - an end-to-end process where customers have the option to communicate with us online – they can -

**PREPARE TO BUY** - register with us

**REQUEST AN ORDER** – ask us to accept a product order

**TRACK THE DELIVERY** – check where the vehicle is on delivery day

**CHECK INVOICES & MAKE PAYMENTS** – all online

None of our competitors offer this full solution, and for the first time our customers will have visibility of parts of our systems, just like we all do when ordering groceries from the supermarkets online, or dealing with Amazon

## We're recruiting four CEMEX Go Customer Care Advisors

In addition to our Digital Support Partners Kirsty Roche, Amanda Walker and Laura Hogan, there are currently IVCs for four new Customer Care Advisor roles to be based at our Rugby customer service centre. These roles will provide day to day online help to our new CEMEX Go customers. They will be responsible for setting customers up on our systems after they have registered in "Prepare to Buy." Their work will be crucial to ensuring our customers become confident in our new CEMEX Go digital way of working.

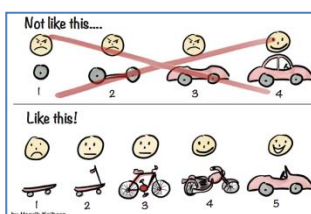


## How do we know who to contact at our customers ?



We have held workshops with our cement and readymix sales teams to agree how to maximise customer take-up of CEMEX Go. We are developing detailed Customer Engagement plans to identify who are the right people in our customers' businesses to talk to and gain confidence in CEMEX Go.

## I've heard people say "Minimum Viable Product" – what does it mean?



When we launch CEMEX Go in the UK – week commencing April 3<sup>rd</sup> 2018 - the version we will be using is the first version as CEMEX wants to launch with a "Minimum Viable Product" (MVP). MVP is a method used to launch a new product or website with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after gaining feedback from the early adopters.