

# SEVEN WEEKS TO



Your weekly CEMEX Go pre-launch update - 21 February

## What do we mean by digital transformation, and how does CEMEX Go help this?



“Digital transformation” describes the way that people at work and at home increasingly expect to be able to order, buy, track delivery, and pay for goods and services via their smartphone, computer or tablet. CEMEX Go will lead the way in our sector with an end-to-end digital solution, just as we all have come to expect when ordering a taxi, streaming a movie, or managing our banking online. CEMEX Go is being launched in all CEMEX countries during 2018 and 2019.

## How will we support Go-Live with expert help?

When we go live on CEMEX Go, it will be in specific parts of the business – taking it step by step. The plan is to go live with a small number of customers week commencing April 3rd with cement nationally, and readymix in the Manchester and Bristol areas. Our Digital Support Partners Kirsty Roche, Amanda Walker and Laura Hogan will be on-hand at the local offices to guide our service centre staff through the new procedures. And our four new Customer Care Advisors (still to be appointed) will be based at our Rugby customer service centre to provide day to day online help to our new CEMEX Go customers.



## What plans are in place for CEMEX Go training?

Detailed training plans have been prepared to cover all those who will be using the new CEMEX Go end-to-end solution. Much of this training will be available online starting in early March. Invitations will be sent to relevant people regarding enrolment in this online learning including the deadline for completion. There will also be regional CEMEX Go workshops for sales people in mid March.

## How are we making sure our drivers are equipped and ready for CEMEX Go?

A workshop was held this week including logistics and supply chain people from all businesses to check the requirements of all different types of drivers and vehicles in our delivery process. We operate various types of vehicles, in own-fleet and contractor ownership, so we are working as one team to ensure the correct digital “Track” solution is made available to all drivers with suitable training, and that it is installed in vehicles ahead of go-live. The picture here shows the simple leaflet used by our USA colleagues to help drivers who are string to use the new technology

