



# Value proposition for AfriSam cement customers



'In a quest to enhance our Premium Brand Status, we are implementing a promise (value proposition) to our customers. We have started by addressing our three customer groups (Construction, Cement Product Manufacturers & Retail) that contribute to approximately 80% of our sales. The value propositions have been finalised after many customer focus groups and extensive research. In order to track our progress, we will complete periodic research exercises to see how our customers perceive our performance against these value propositions. This will provide us with valuable insight and assist us in our constant efforts to build a positive reputation, which we will also transfer to the new brand. Please embrace the promise and do whatever is needed for us to meet our customer expectations. Numerous communication forums will take place over the next few weeks, and we anticipate communicating this offer to customers in July.'

	Basic offer (applicable to all customers)	Construction customers	Retail customers	Cement product manufacturers
Product	<ul style="list-style-type: none"> <li>Our products meet the SANS 50197 requirements and are manufactured in an ISO 9001 accredited facility.</li> </ul>	<ul style="list-style-type: none"> <li>Product quality test certificates can be supplied on request after seven day results are available.</li> <li>We will give seven working days notice of all pre-planned product modifications.</li> </ul>		<ul style="list-style-type: none"> <li>We will advise timeously of any colour change.</li> <li>Product quality test certificates can be supplied on request after seven day results are available.</li> <li>The quality of blended products is assured.</li> <li>We will give seven working days notice of all pre-planned product modifications.</li> <li>Product type is reflected on each delivery note.</li> </ul>
Support	<ul style="list-style-type: none"> <li>The AfriSam sales team has full authority on contractual obligations related to supply, in line with trading terms.</li> <li>The AfriSam sales and technical consultant teams will assist on areas related to our value proposition.</li> </ul>	<ul style="list-style-type: none"> <li>Product characteristics are readily available, complemented by brochures and other forms of reference material.</li> <li>We will provide advice on mix design to meet specification and to cope with climatic environmental conditions.</li> <li>We will assist with problem solving and optimising issues.</li> </ul>	<ul style="list-style-type: none"> <li>AfriSam will engage in a national brand building campaign to enhance brand awareness and create end-user demand.</li> <li>We will embark on end-user promotions to generate pull-through.</li> <li>AfriSam will assist by providing merchandising support and product information to end-users.</li> <li>We will provide product training to the reseller industry.</li> <li>We will provide assistance in understanding the current market.</li> <li>We will assist with stock-rotation audits.</li> <li>AfriSam will provide a quarterly Reseller News magazine.</li> </ul>	<ul style="list-style-type: none"> <li>Product characteristics are readily available, complemented by brochures and other forms of reference material.</li> <li>We will facilitate introductions to international group customers on request.</li> <li>We will actively assist in developing optimal solutions to help cope with environmental variables.</li> <li>We will assist with problem solving and optimising issues.</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>We will deliver at the promised time, at a 90% service level.</li> <li>Any variances to the advised delivery time will be communicated as soon as we become aware of them.</li> <li>Vehicle tracking records are currently available in metropolitan areas.</li> <li>We will pro-actively engage with clients in terms of emergency deliveries.</li> </ul>	<ul style="list-style-type: none"> <li>Our modern technology weighbridges ensure accurate quantities.</li> <li>We warrant the integrity of our volumes through the use of tamper-proof secure-seals.</li> <li>We reduce risk by detailing product type on delivery notes.</li> <li>We ensure accuracy of credits for returned material due to the use of re-sealable secure-seals.</li> </ul>		<ul style="list-style-type: none"> <li>Our modern technology weighbridges ensure accurate quantities.</li> <li>We warrant the integrity of our volumes through the use of tamper-proof secure-seals.</li> <li>We reduce risk by detailing product type on delivery notes.</li> <li>We ensure accuracy of credits for returned material due to the use of re-sealable secure-seals.</li> </ul>
Customer Service Centre	<ul style="list-style-type: none"> <li>We have a world-class Customer Service Centre facility in South Africa.</li> <li>For quality monitoring purposes, all incoming calls are recorded.</li> <li>Our world-class Customer Service Centre facility is accessible 24 hours a day for emergencies.</li> <li>We promise accurate billing at all times.</li> <li>We promise speedy resolution of account problems.</li> </ul>	<ul style="list-style-type: none"> <li>We provide a monthly regional cement industry report which provides insight into regional and segment information.</li> </ul>		<ul style="list-style-type: none"> <li>We provide a monthly regional cement industry report which provides insight into regional and segment information.</li> </ul>

**Customer service:**  
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