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Richard Hird

Our Chief Commercial Officer provides insight into our new approach to partnerships.



PARTNERING WITH OUR CUSTOMERS



Customers are looking for long-term strategic partnerships based on mutual respect, deep understanding and reliable, flexible support.

Q: Why do customers buy from De La Rue?

A: Our customers value partnership over a supplier relationship. We have many experiences of long term partnerships with our customers. These are defined by continued investment, dedication to their vision and our commitment to deliver on promises.

The products and services we provide are critical to our customers and we treat them with utmost respect. We deliver our high standard products along with ambitious service level agreements. A partnership approach means we work with customers from design, through to delivery and ongoing service.

A new banknote design or a new passport or identity scheme is always a high profile activity. These require public awareness and education campaign planning – extra support that we provide.

Unfortunately our customers sometimes need disaster recovery support, whether due to natural disasters or other shocks. At these times, customers need a trusted partner who delivers no matter what.

Q: Can you give practical examples of how De La Rue does that little bit more for customers?

A: There are many instances of where we've done a lot more. Sierra Leone during the Ebola crisis is a case in point. The central bank had an urgent need for currency, but no airlines were actually willing to deliver. So we chartered our own aircraft and met the bank's deadlines. Some other examples include Haiti, after the 2012 earthquake, countries needing urgent supply during times of hyper-inflation and South Sudan during independence; the list is endless throughout our 200 year history.

We're creative, flexible and reliable no matter what the challenge – that's why customers trust us and want to work with us.

Our industry needs to be built on trust and integrity. De La Rue's strong ethics, our embedded values-driven culture and our awareness and engagement in sustainable development efforts by countries means that we are a partner they can really trust to achieve their social and economic goals.

Q: So what's new about the approach to partnership?

A: Firstly, we see ourselves as a strategic partner of our customers to help them achieve their own social and economic goals, whether that's social inclusion, building capacity of local staff, economic stability, establishing nationhood or tackling counterfeit currency and goods. Our joint venture partnership with the Government of Sri Lanka, and the partner programme in Rwanda and Sierra Leone are excellent examples of that.

We've reshaped our sales organisation to transform the way in which we engage with customers. We're reducing our reliance on third party partners, replacing them where possible with a more dynamic, more focused De La Rue hired and trained sales team that reflects the diversity of our customers in terms of language, ethnicity and cultural outlook. This team is now working out of a series of regional hubs, so we stay as close as possible to our customers.

Innovation is another way in which we're getting closer to customers. The Cash Cycle Partnership programme powered by our latest software product DLR Analytics™ helps central banks to better understand their cash cycles and forecast cash demands so they don't need to worry about running out of cash. It is a great example of how providing better service to customers with data insight goes hand in hand with driving better quality revenue.



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