



The election as Distributor of the Year 2018 proves the high customer orientation of the Datwyler distribution company Reichelt.

HIGH CLIENT SATISFACTION

Customers and their needs and requirements are at the heart of everything the Datwyler Group does. The only way a business can enjoy sustainable success is to make sure its customers are really satisfied. In fact two of the four corporate values come into play here: 'We are entrepreneurs' and 'We bring value to our customers'.

The decentralised management style at Datwyler encourages an entrepreneurial culture associated with short response times and the ability to make decisions that reflect the situation in the relevant market. In addition to actual products, Datwyler's comprehensive solutions also incorporate advice, development work and logistics.

System-critical sealing components

Through its Sealing Solutions division, Datwyler is a recognised development partner whose expertise in materials, engineering and production processes helps customers succeed in their markets. The sealing components produced for specific customers are certainly system-critical parts. These make a decisive contribution to ensuring systems function properly for customers in the global Health Care, Automotive, Civil Engineering and Consumer Goods market segments. The fact that several renowned companies have crowned Datwyler 'supplier of the year' or made it their preferred supplier underlines just how closely the business works with its customers. The Sealing Solutions division has some 800 customers with whom Datwyler maintains a close working relationship via its key account management concept. The ten biggest customers accounted for some 45% of the division's revenue of CHF 891.1 million in the 2018 reporting year.

Time-critical electronic components

At the Technical Components division, Datwyler distribution companies stock over 250'000 products from the latest electronics range for their professional business-to-business customers and offer them

KEY POINTS IN BRIEF

- **The** Sealing Solutions division, by providing system-critical and application-specific sealing components, helps its 800 or so customers worldwide enjoy success within their markets.
- **The** Technical Components division offers more than 700'000 customers a degree of 'added value' by meeting spontaneous requirements for time-critical electronic components.
- **Datwyler** picked up six awards for quality, innovation and customer service during the 2018 reporting year.
- **Objectives:** Use the findings of the customer surveys and complaints management to continuously improve the offer and performance.

Awards for top quality, innovation and customer service

Datwyler picked up six awards for top quality, innovation and customer service during the 2018 reporting year. The Datwyler distribution company Reichelt was voted 'Electronics Distributor of the Year' by readers of the German trade magazine *Elektronik*. In four of the six product categories, Reichelt was awarded best supplier in the overall impression. The Datwyler health care plant in Belgium has won the Kaizen Award of the Netherlands. The award was presented for the introduction of the Datwyler production system and the active use of the Hoshin-Kanri concept at all levels of the company. In Germany, Datwyler received an innovation award for its track-filling safety profile. This special elastomer profile closes gaps in tracks and increases the safety of traffic participants. Meanwhile, the Chinese Datwyler plant for automotive components in Ningguo has received a total of three awards for leading quality and reliable collaboration. The customers are Wuhu Bethel Automotive, Chassis Brakes International, JABF, Sorl, CBI and Mando.

both expert technical advice and rapid delivery of small orders. Having mastered these core competencies, Datwyler high-service distributors offer their customers – from the maintenance, repair and operation (MRO), automation, and electronic design engineering (EDE) sectors across Europe – a degree of 'added value' by meeting spontaneous requirements for time-critical electronic components. The Technical Components division has over 700'000 customers who are mainly in contact with Datwyler distribution companies via the various online shops in 18 different languages. The ten biggest customers accounted for some 4% of the division's revenue of CHF 470.5 million in the 2018 reporting year.

Systematic complaints management

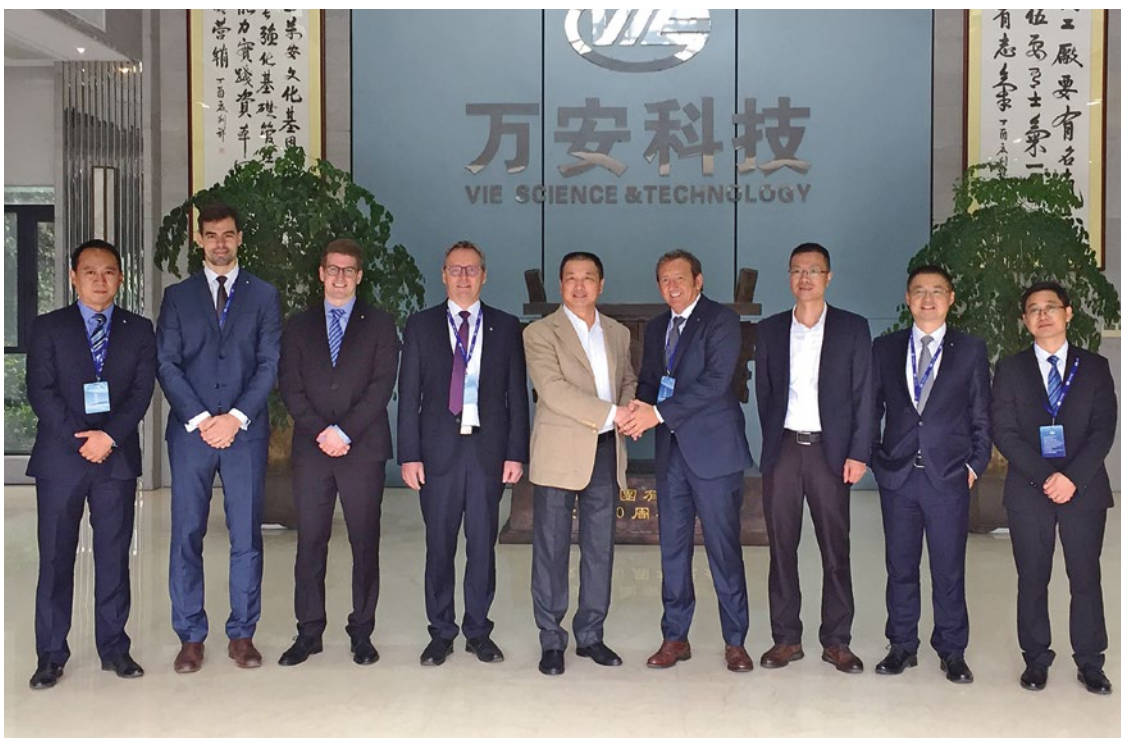
Datwyler maintains a systematic approach to complaints management in both divisions. The Sealing Solutions division has a global

process for this purpose with a uniform database. The internationally recognised 8D reporting concept (en.wikipedia.org/wiki/Eight_Disciplines_Problem_Solving) is used to process complaints and resolve the underlying problems. With a view to avoiding complaints wherever possible, Datwyler strives to define detailed product specifications with customers in advance as a preventive measure. The aim is to continuously reduce justified complaints compared to the previous year. The Datwyler Distributors in the Technical Components division apply the Return Merchandise Authorization Process (RMA) (en.wikipedia.org/wiki/Return_merchandise_authorization), which is also internationally recognised. The RMA process is used for the structured return of goods and is therefore ideally suited for the distribution business with an average of over 12'000 deliveries per day. The aim is to keep the justified complaints in relation to the products delivered below the values customary in the industry.

Continuous improvement process

Datwyler conducts regular customer surveys to assess customer needs and satisfaction levels. The Technical Components division uses the Net Promoter Score concept (en.wikipedia.org/wiki/Net_Promoter). Customers are asked to state, on a scale of 1 to 10 after completing a purchase, whether they would recommend the Datwyler distribution company to a colleague. Datwyler uses the results of customer surveys and complaints management to devise and implement measures for improvement. These are part of the systematic management process and thereby help ensure the service customers receive keeps on getting better. It must be simple for existing and potential customers to do business with Datwyler. This is why the Group wants to develop an even better understanding of its markets' and customers' requirements and needs in future. This kind of proactive approach will help Datwyler benefit from changes within the international supplier industry, since customers in global market segments have been reducing the number of suppliers they use for some time now and tending to work more closely with those they retain. This is how Datwyler increasingly becomes a development partner, which ultimately saves costs and conserves resources.

700'000
customers in the
Technical Components division



With on-site tech days for current and potential clients, Datwyler strengthens relationships and increases the awareness of its competencies and offerings.