

# Confluence

— 2 0 0 8 —

Innovate. Collaborate. Accelerate

**Partnership as a vehicle to innovate  
the business**

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The Carphone Warehouse

# Agenda

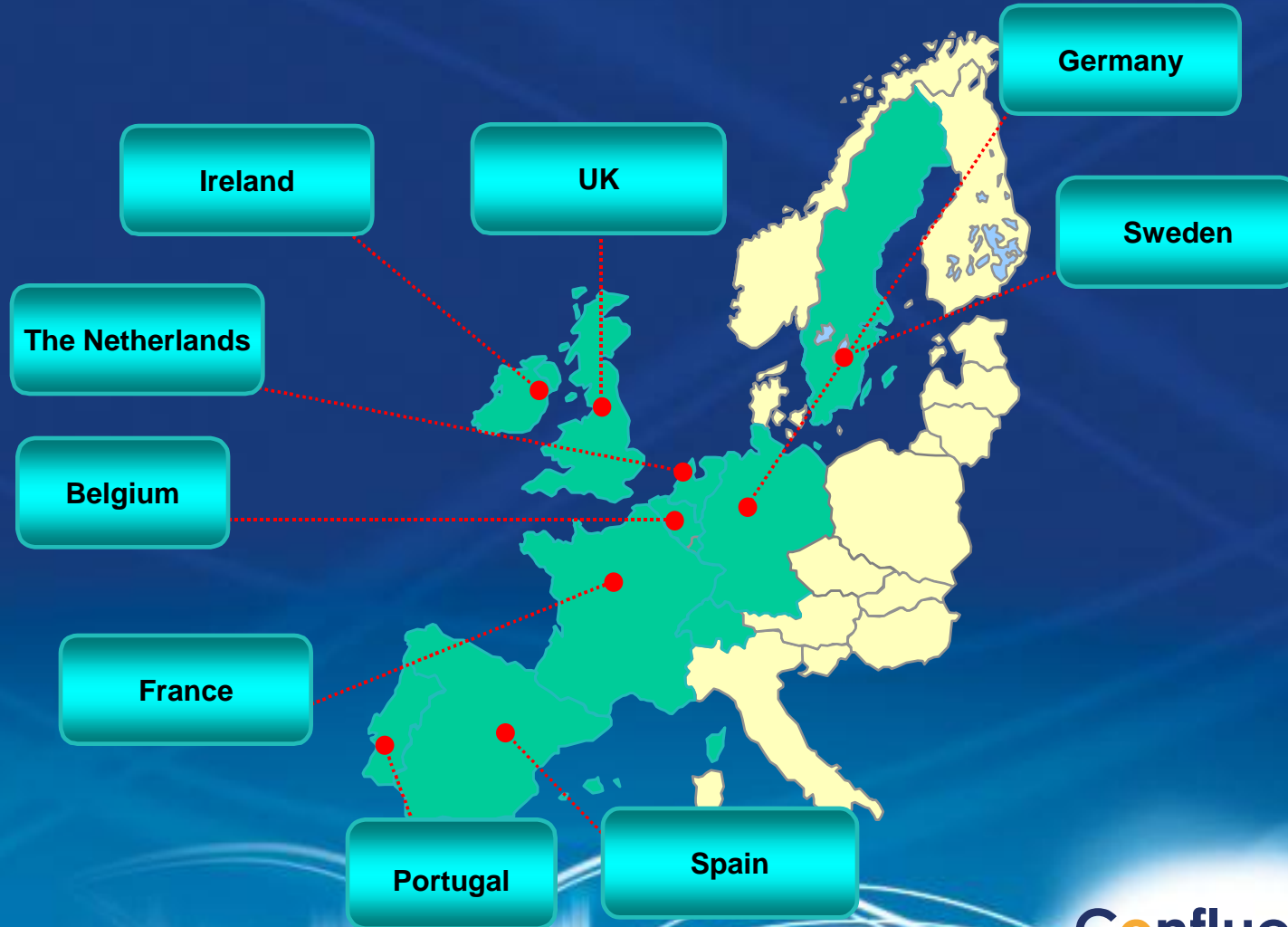
- » The Carphone Warehouse (CPW)
- » Making it possible
- » Practices
- » Raising the bar

**Partnership as a vehicle to  
innovate the business**

# The Carphone Warehouse Group

- » The biggest independent mobile retailer in the world
- » Over 2450 stores in 9 markets
- » Connecting around 8m customers a year
- » £4.4 billion annual turnover
- » 17,000 employees across the Group
- » 2.7 million broadband customers
- » No 3 in the UK broadband market with 17% share
- » Third biggest broadband player in the market
- » 2.5m insurance customers across Europe
- » 0.5m customers on our MVNOs
- » We serve 54 million customer across the Group each year
- » Joint ventures with Best Buy – in USA and Europe

# Over 2540 stores across 9 countries



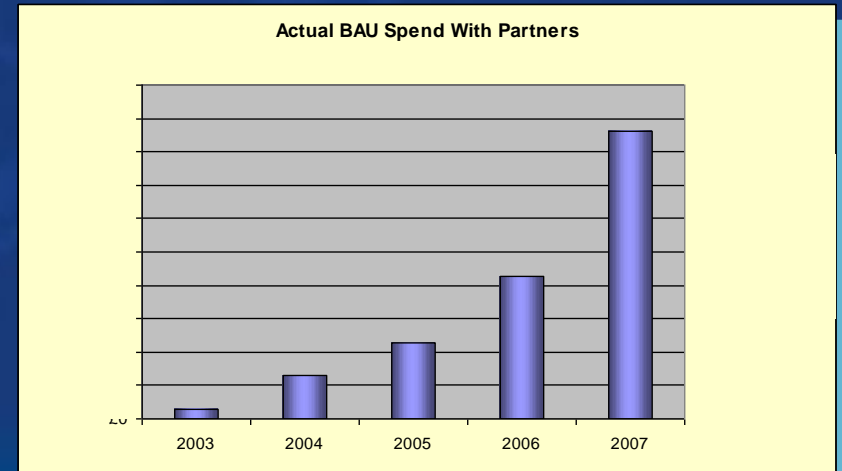
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# Suppliers in the past ... are now partners

- » Strategic engagement
- » Supplier collaboration
- » Business Innovation
- » Resource Investments



# How this is made possible...

- » CPW taking onus to make relationship work
- » Information sharing and bringing brand awareness in supplier senior management
- » Value realisation rather than cost realisation
- » Partner alliance model

# Simple things like communication done right...

- » CPW / GIS corporate comms
- » Partner Forum
- » Conference calls
- » Strategy visits
- » Communications planning



# Reverse customer feedback from partners on CPW...

- » Good governance of core services
- » Partner Performance Review
- » Vendor Satisfaction Surveys
- » Relationship reviews
- » 1-2-1 meetings
- » Partner voice within CPW



# Treating partner's employees as CPW extended teams...

- » Branding
- » Employee awards
- » Communications
- » Team socials



# Bridging the cultural differences for effective collaboration....

- » Cultural training
- » Insight surveys
- » Multi cultural events
- » Postcard from India



# Building opportunities for partners

- » Contracts based on outcomes not processes
- » Partner's New Idea forum
- » Service Improvements
- » Value delivered to business
- » Business innovation days
- » Technology innovation



# Raising the bar

To provide a world class service...

- » Joint management
  - » Between GIS and partner
  - » Between partners
- » Communications tools
- » Increasing future value of relationships
- » Improving our own internal capability to work with partners

# Summary

- » Challenge partners and yourselves to improve
- » Create environment for success, don't just expect it