

## #033 HOW TO ADDRESS OUR END CUSTOMER'S INITIAL REQUEST?

Distribution

Industriel

Approvisionnement

The current situation is upsetting consumption patterns and demand levels: the various customers are maintaining, stopping, slowing down or even changing their activity by switching to crisis sanitary production. In B2B as in B2C, it is necessary, as in any crisis situation, to prioritise issues and communicate.



**The criticality of each customer must be assessed** to analyse his "new needs" and contact with each customer is essential. The latter will not only make it possible to maintain the quality of the relationship, but also to get as close as possible to their satisfaction according to their response capacity (stock, production, substitute products, etc.).



**We will proceed with the basic tool of the logistician to prioritize them: Pareto's Law.** Decision-making and prioritization will also depend on the business strategy chosen according to its customer classification (decision to satisfy the biggest customers, loyal customers, new customers, the greatest number...).



Similarly, the distribution channel used for each should be **mapped**, if this has not already been done, and evaluated, again by contacting each of its members (transport and logistics service providers, distributors and resellers) to confirm their operational capacity or to develop alternative solutions (modes of distribution), such as direct delivery, change of routing mode and/or reassignment of each person's role.

Without necessarily having the possibility of a detailed economic analysis, each choice should include a costing approach, ideally one that can be carried out with management control in its role of support and decision-making aid. These operating methods will not only be useful for business continuity, but also as part of a gradual and more global recovery, or even sustainable if they did not exist before.





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### | About ASLOG

**ASLOG brings together more than 400 companies from all sectors**, with 2,000 professionals working together to promote and build tomorrow's Supply Chain. ASLOG is a neutral and independent association that addresses Supply Chain issues.

**As early as 1972, visionary men sensed that this function would be decisive for all companies.** For almost fifty years, professionals in the sector have made ASLOG the reference partner.

ASLOG is the privileged interlocutor of institutions and public authorities on all questions relating to the sector.

### | #supplychain4good

The **#SupplyChain4Good** community was created at the initiative of Michelin and ASLOG, as part of the Movin'On ecosystem, in favor of a more sustainable mobility of goods.

**#SupplyChain4Good's** ambition is to federate the actors who work for Supply Chains that are simultaneously good for the planet, the people and the business performance. The members of this community are «shippers» (industrial and commercial companies), «operators» (transporters, logisticians, shipping companies, ports...), «support functions» (academics, consultants, information systems, regulators, NGOs...).

They cover all economic sectors and all regions of the world. Their work takes place throughout the year and culminates in the annual Movin'On Summit, the world summit on sustainable mobility.