

# Value Chain Excellence & Customer Experience – Intrinsically Linked

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# Why focus on CX?

- Customer experience
  - Is established by experiences at every touchpoint our customers have with us
  - Is how our customers perceive working with us
  - Is how our customers experience our brand
- Excellent customer experience is a competitive advantage; companies differentiate themselves through their customer experiences
- We want to ensure our customers have excellent experiences working with us so that they keep coming back, bringing repeat and new business
- It's critical for GROWTH

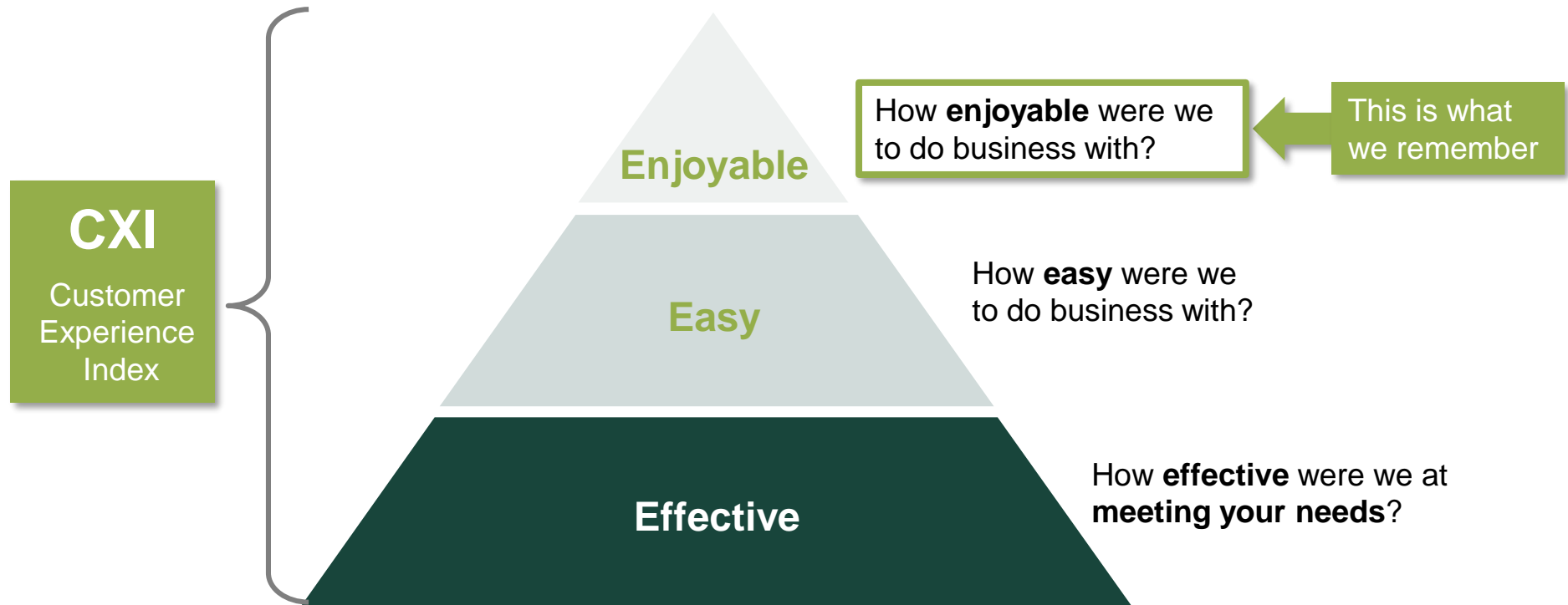


# Dow Customer Experience Vision

It's not just about getting the job done.

It's HOW you got the job done and how you made me FEEL.

Customer Experience Vision:  
**ENJOYABLE, EASY, EFFECTIVE**

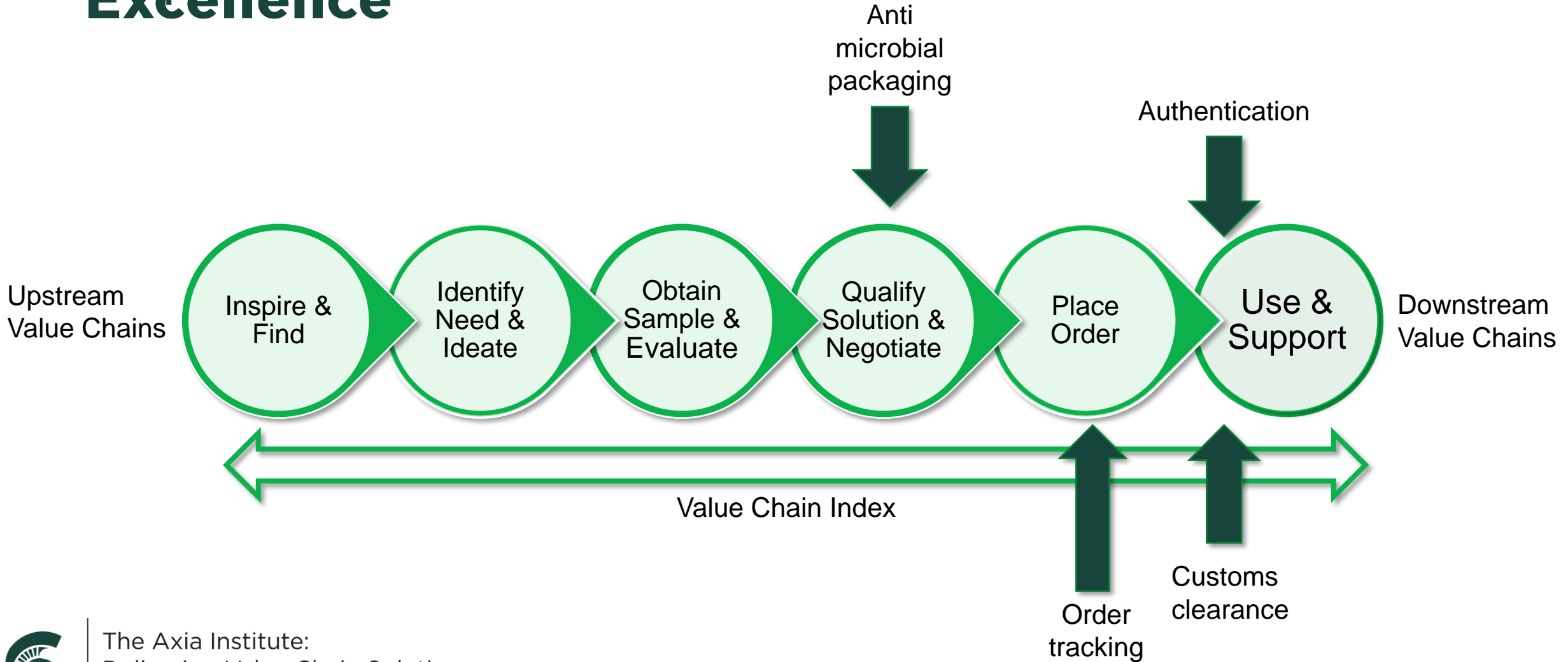


The Axia Institute:  
Delivering Value Chain Solutions  
MICHIGAN STATE UNIVERSITY

Measurement developed by Forrester, 2007  
118,000 consumers x 21 industries x 314 brands

# Customer Journey CX and Value Chain

Complex Networks  
**Excellence**



# The Value of the Axia Institute

