

## Customer awareness

*Whats company today doesn't claim  
to make its customers  
its top priority?*



At Benvic Europe, we don't just say that customers are central to company strategy, we put our awareness into practice.

We're always delighted when customers visit our sites, but of course it's difficult to take our staff out to see theirs.

That's why, in partnership with along standing and loyal customer, Benvic Europe has made a film showing our products' journey, from identifying the customer's needs to dispatching its finished products, which involves ordering, manufacturing, dispatching, receiving, processing and quality controlling the PVC.

The fifteen-minute film presents the customer's site and production facilities alongside staff interviews detailing their requirements and limitations, reasons for satisfaction and requested improvements.

All Benvic Europe staff, divided into small multidisciplinary groups, will attend workshops including a screening of the film followed by a discussion.

The sessions will demonstrate the many and varied uses of Benvic materials, highlight commonalities between Benvic Europe and its customers, as well as helping everyone understand the development of customer requirements and how they shape their day-to-day work providing innovative, consistent products on time and for the best price.