



Essentia

Where being your OnE partner comes to life

Teamed to serve you.
Anytime, anywhere



Food



Beverage



Laundry



Customer Care



Buy or Rent



Business
community

Our mission



The One

making our customers' work-life easier, more profitable – and truly sustainable every day



Our best contribution to the overall mission:

Providing the **best in class service** for
availability, reliability and quality perception
of Electrolux Professional products



...through Essentia.



The OnE

for full-service offerings

assured performance
and peace of mind



increasing revenue

throughout the
equipment lifetime



increasing customer
loyalty



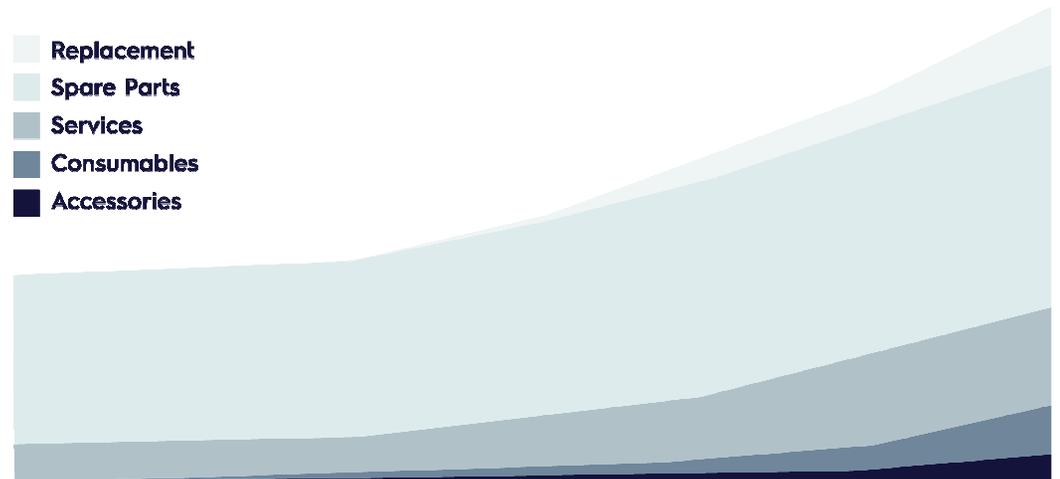


The journey of Essentia from a transactional business to the service product

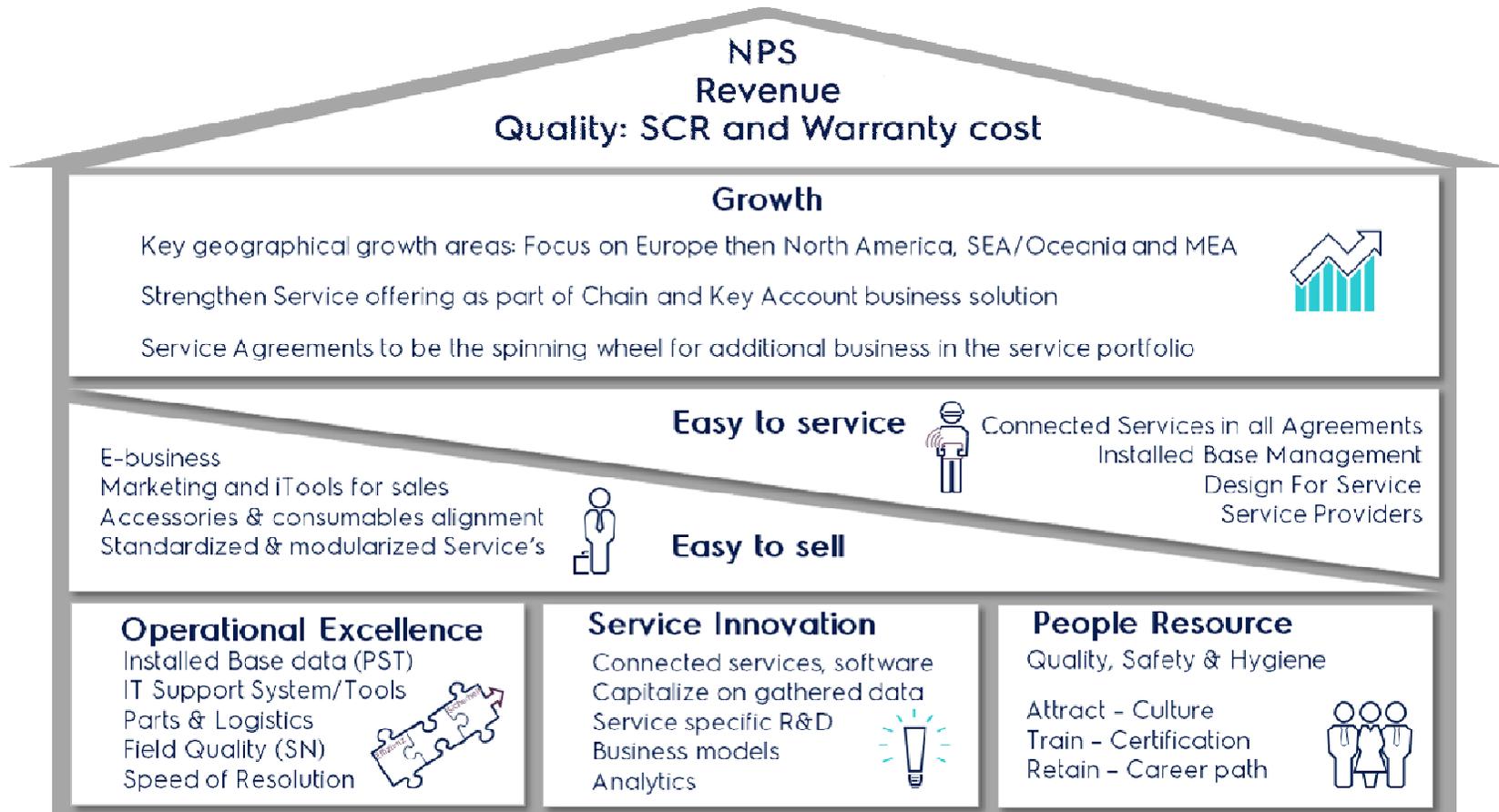




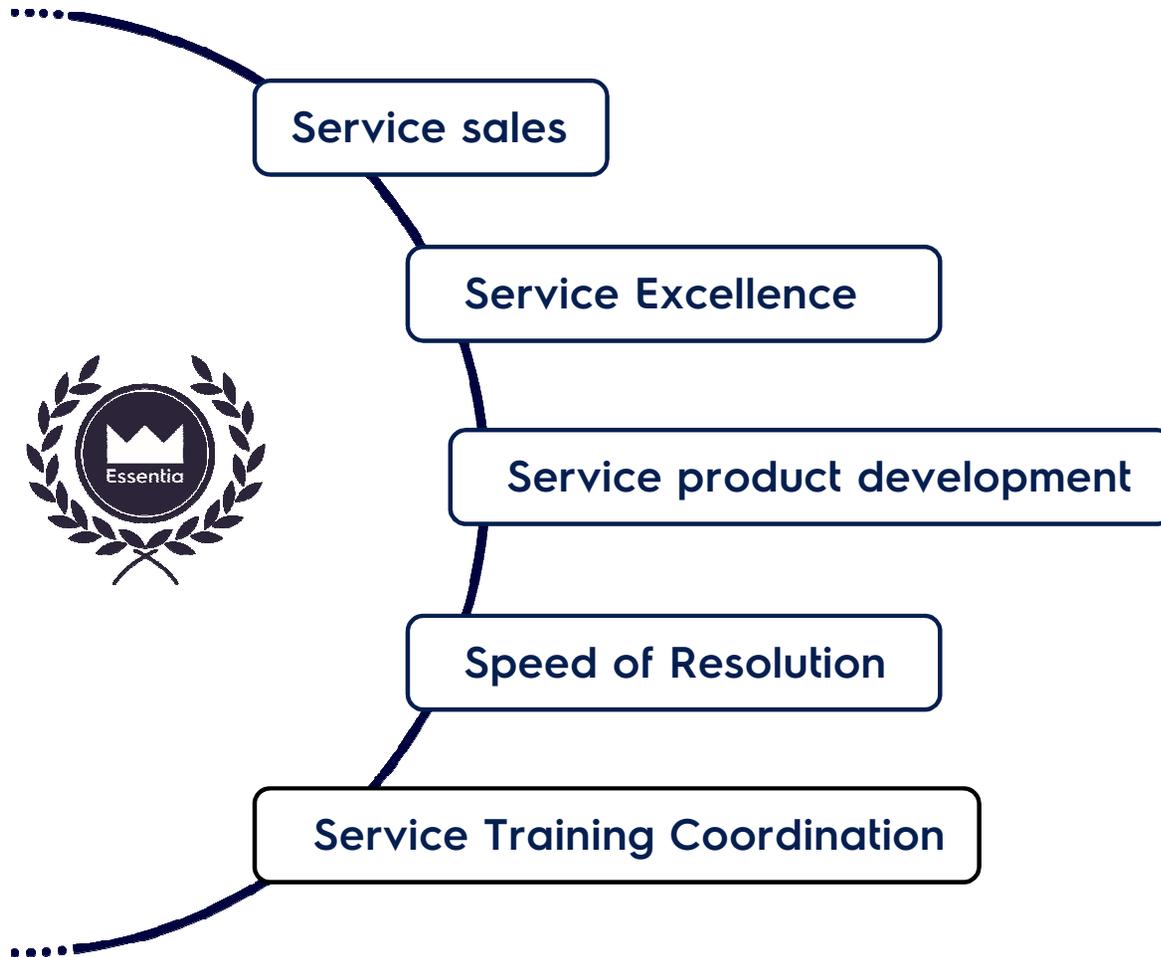
A constant growth,
aiming to become
a consistent part
of Electrolux
Professional
revenue



Strategic Foundation for Profitable growth



5 priority areas of development



2017

2018

2019

2020 / 2021

Service Excellence

Service Sales

Quality and Speed of Resolution



Organizational Development

Training

Technology & Connectivity

Spares & Logistics

Select Key Partners to deliver according to EPR Service model
 Strategy development requirements & Tools down to countries
 Standardization, Map current processes and identify cost per repair.
 Shape Direct Service Sales Organization
 Define (back-office) activities to support structured sales approach
 Continuous mapping customers. Prevent IB penetration plan.
 Develop interactive sales tool (iPad) and support material with sales behavior training
 Dedicated Technical Support with Geographical coverage
 Help in defining Training needs
 Increase PST data mining capabilities
 Sector common prioritization
 Review & Reshape Quality Continuous Improvement Process & Organization
 Localize New Structure of Customer Care and Quality Organizational Set-up

Safety and hygiene first
 PST Roll out plan
 Start PST Data mining
 Implement Std/harmonized del. model
 Evaluate contribution from new sales activities
 Build further on what has been successful
 Extract synergies from food and laundry merge free up resources to reallocate to sales
 Strengthen parts & service agreement as the new service portfolio is developed
 Further improve statistical data collection and sample analysis
 Continuous NPS Roll-out
 Refined data Mining Activities to support sales efficient and service precision
 Operational service to materialize
 Structure & align the global commercial Organization
 Cluster Training Center Activation capability and training needs
 Start Service Partner EPR Certification Program dev.
 Align ERP existing Training material to Template
 Map & Log Existing Trainings
 Create Training policy

Improve transparency on warranty cost drivers and discipline (2017)
 Roll out of Certification model for partners
 Kick-off Partner Reward Program (PRP)
 Cont. Roll-out of Partner Certification Program
 Finalize PST roll-out to rem. countries & partners
 Integrating Knowledge DB in PST(Research)
 Consolidate sales of A, C, Sp & SA
 Harmonize approach and sales staff
 Unified structure across Food & Laundry
 Reinvest sales profit in new resources
 Enhanced Trouble shooting and Repair Instructions Accessibility & Quality
 Cont. Certification demands to EPR service jobs
 Recommend Training acc. to GAP analysis
 Mapping of external service network
 Define how we can use connectivity to generate sales leads for Accessories, services parts and consumables
 Set-up technology support function to cover both int F&L
 Member of EPR connectivity forum
 Assure connectivity for Service ability, clarify customer value
 BU Representative for development Projects

Service Model in full effect "Owning the end user."
 Foster good sales behavior & do more of what works
 SoR & Quality
 Training Center Capability
 Cont. Delivery Cert. Training to Serv. Network
 Hunt for new technologies
 Internal technical service competence center for all BU's
 Development of common order system platform between EFS & ELS
 Commonize GSP pricing system btw. F&L discount structure shall o.c be kept
 Integration of e-commerce capabilities, to also work on hand held equipment
 Analyzing the delivery situation and evaluate possibilities and benefits for additional, close to market ware house/partner stock
 Setting up common logistics and pricing structure for EPR, meaning OTD Food and Laundry Focus

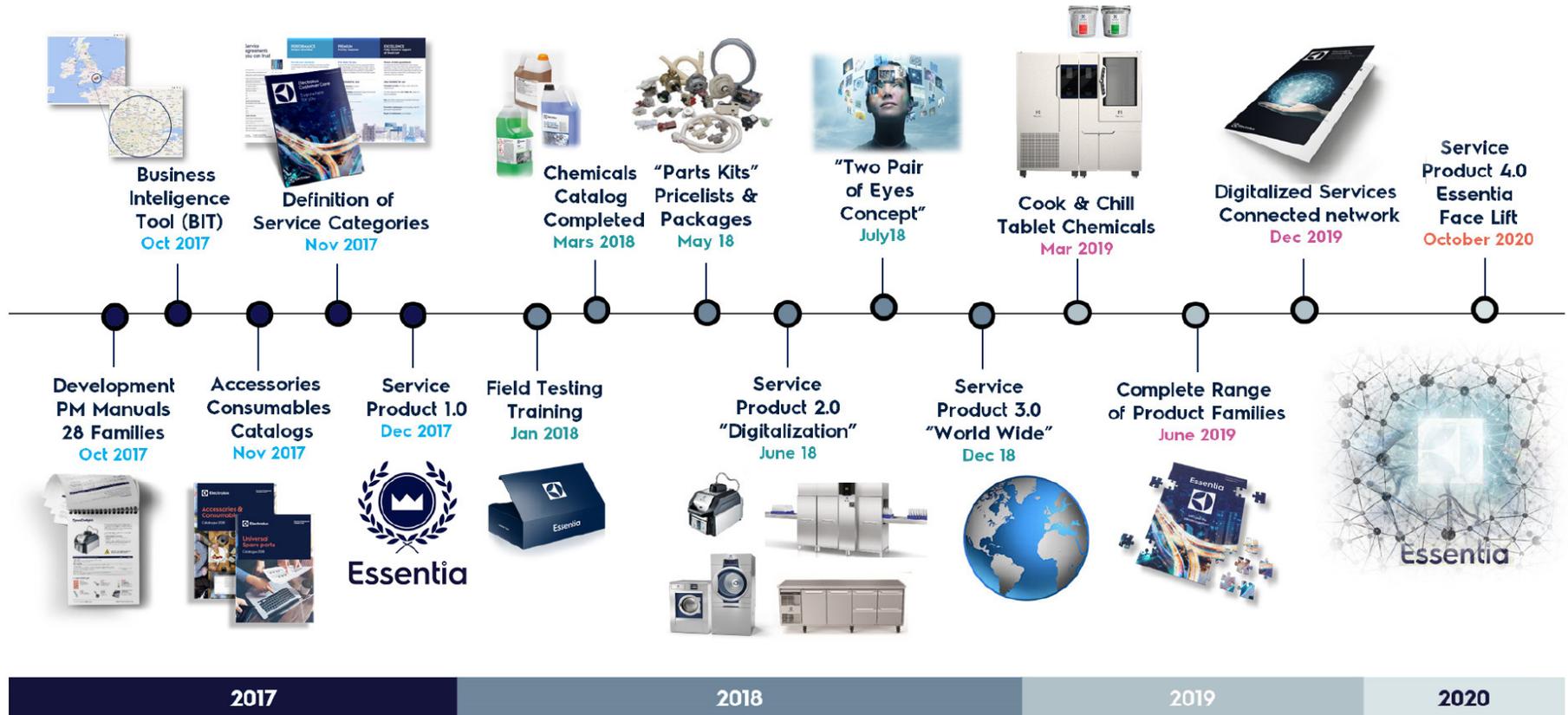
PRP First Ceremony
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Customer Care & Quality - Product Development



2017

2018

2019

2020

Essentia - The Content



User maintenance guide



General Essentia brochure



Service Sales Guide



20+ Advertising cards



Service Agreements offering & calculator



Connected services



Electrolux Workwear & identity



Maintenance Kits



600+ Genuine Accessories and consumable guide



Electrolux branded chemical selection guide

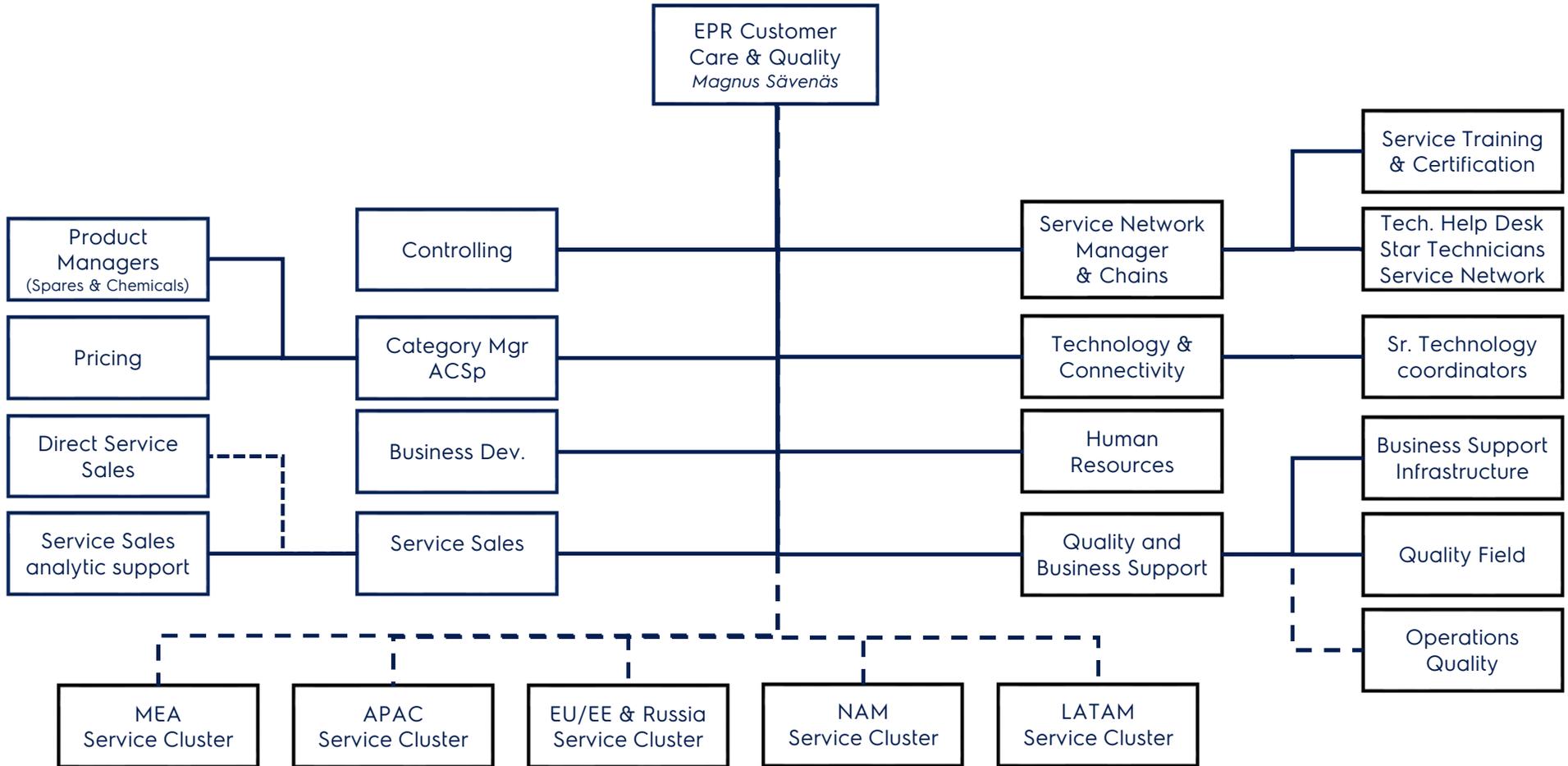


3,500+ Genuine Universal Parts guide



Commissioning & maintenance guide

Team Essentia: Business Unit Customer Care & Quality





Service
agreements
you can trust

OnE assured
performance and
peace of mind

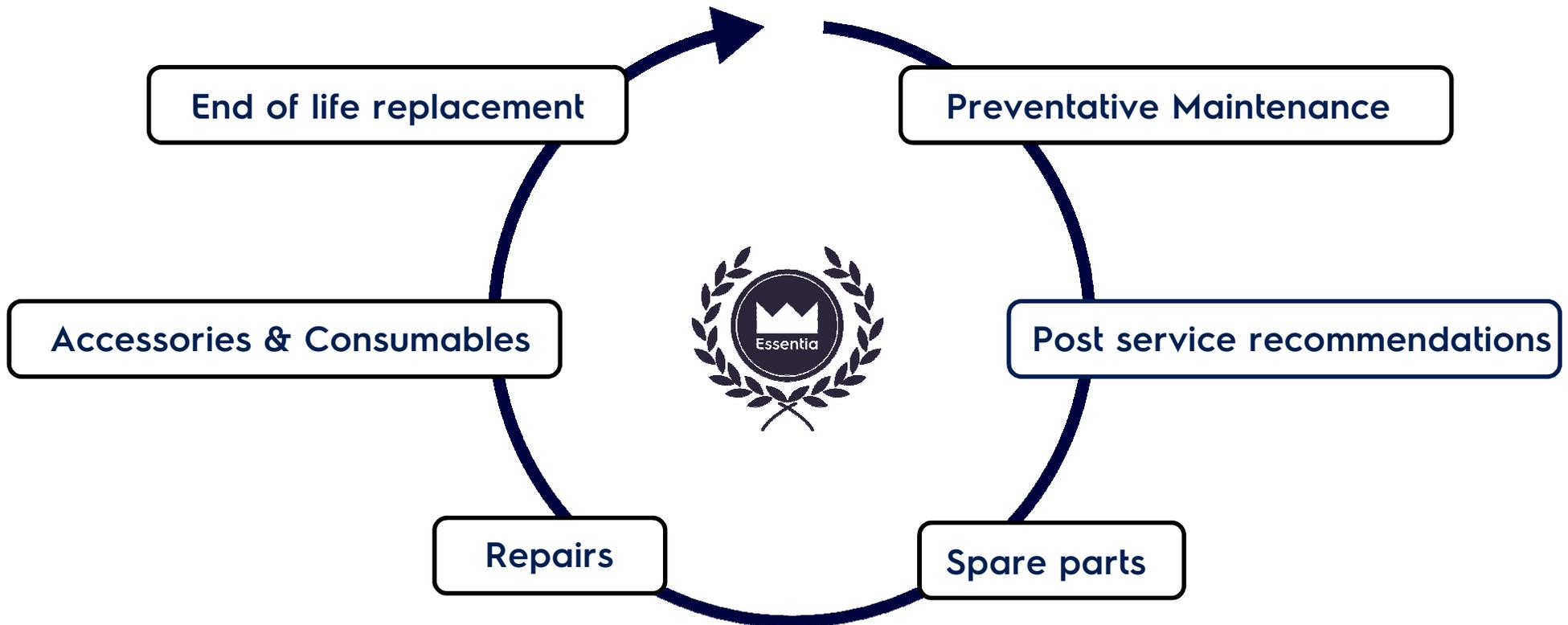


Service Agreement



Support Agreements

...drive growth and increase customer loyalty





**OnE service network.
Always available
to serve**

149

Countries Served

2,200

Authorized Service Partners

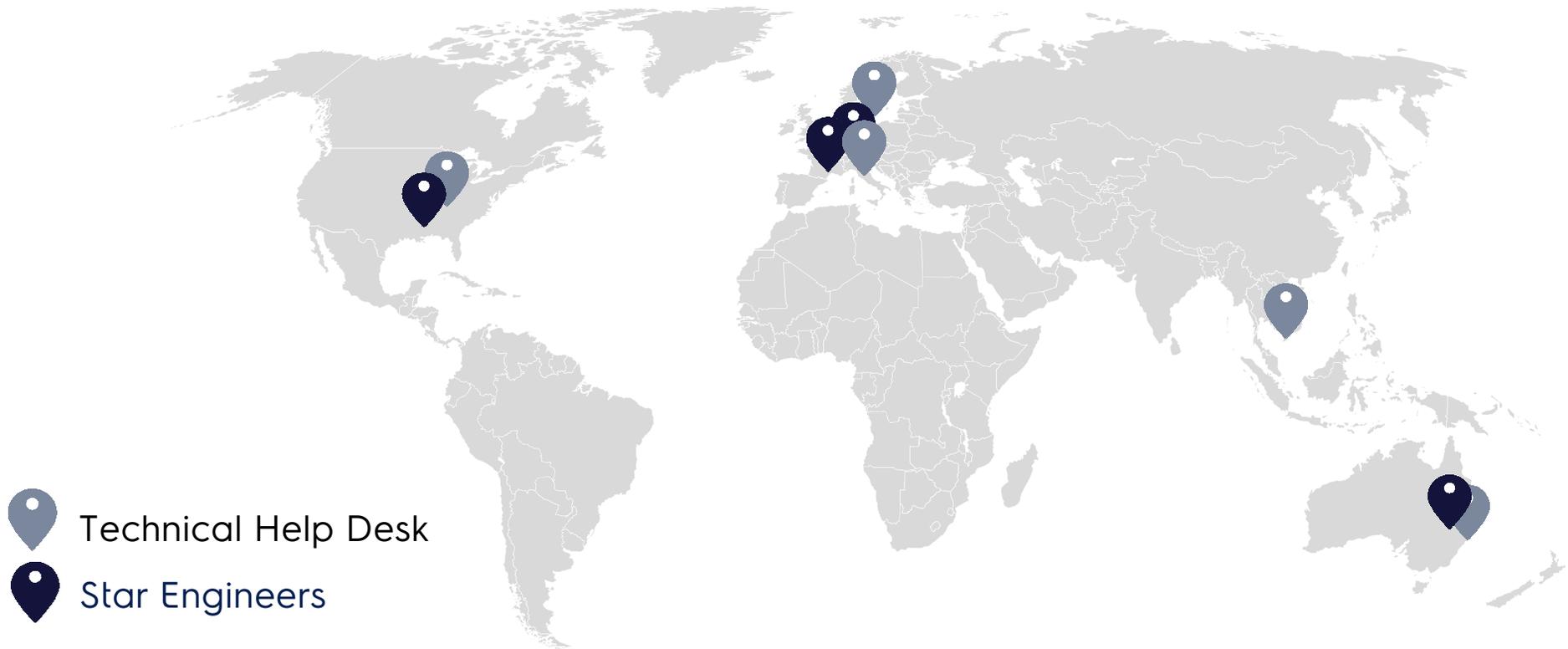
10,000

Service Engineers





Faster Speed of Resolution through specialized teams





Faster Speed of Resolution through digital tools





Genuine Parts,
Accessories and
Consumables

Discover the
potential of a long
term relationship



Genuine Parts, Accessories and Consumables



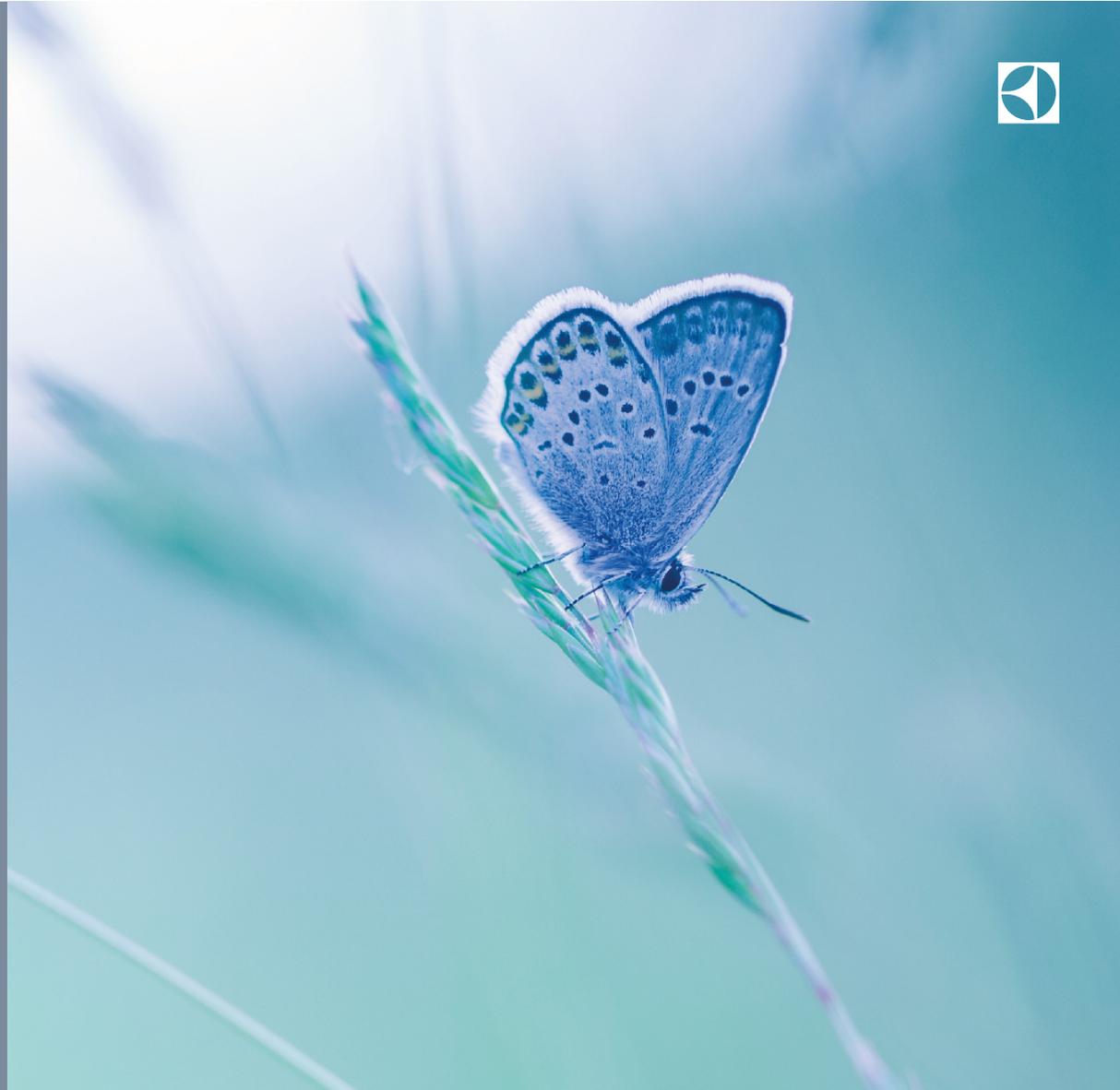
- Developed with the machines
- Tested by R&D for maximum, long-lasting performance
- Key component of the OnE solution





Approved
detergents and
sanitising agents

for hygienic,
consistent, results
every time



Electrolux Genuine Chemicals

- Taking ownership of the full supply (machine and chemicals)
- Creating sustainable chemicals that respect the environment
- Lab testing chemicals to ensure best performances and long lasting machine lifetime





Digital Tools to drive targeted sales



Digital tools to connect



Sales



Customers



Appliances



Connectivity

An ever-expanding offering of solutions





The OnE Approach



Intelligent machines



Actionable Insights

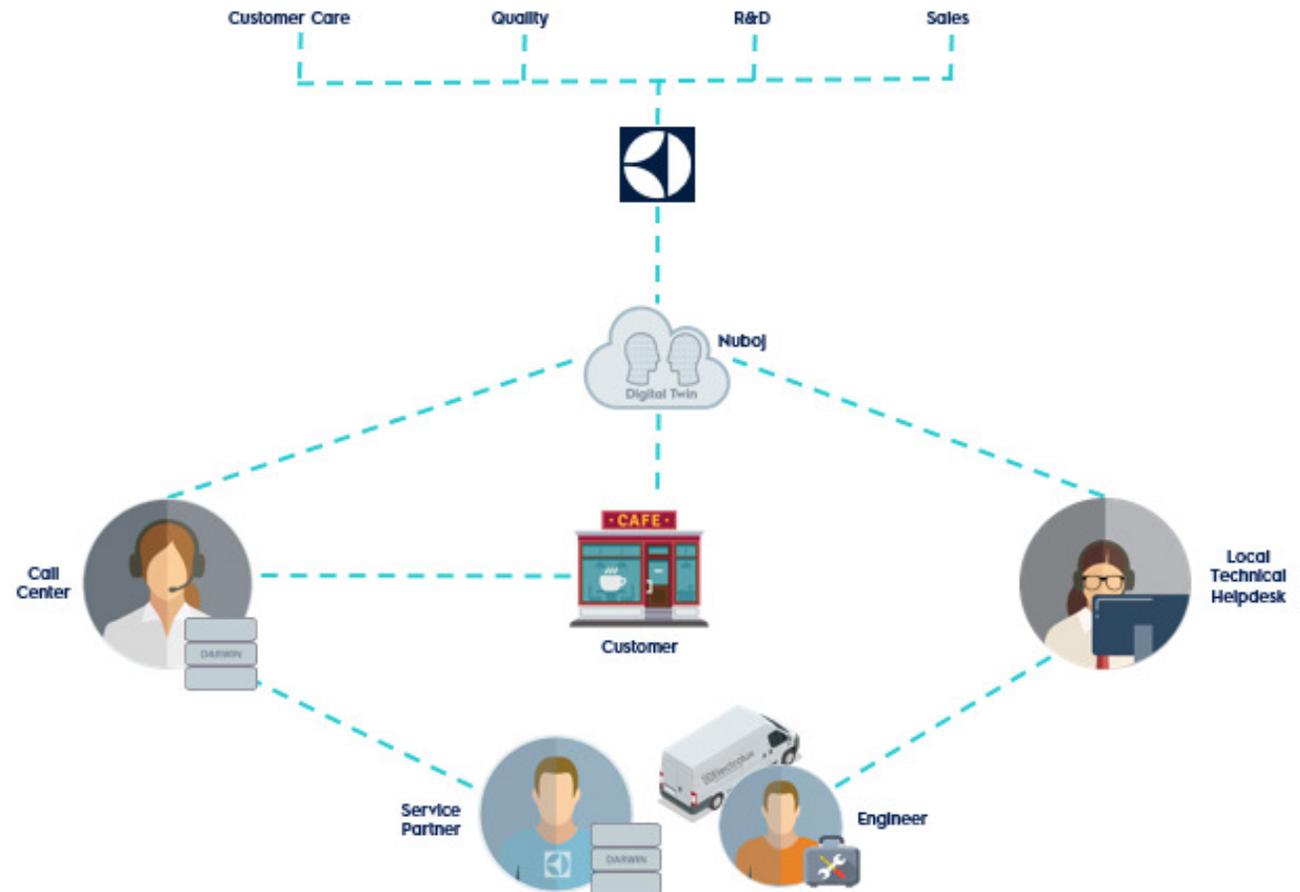


Physical support

Connected Service Infrastructure



- A standardised model that can be replicated in every country
- The backbone is a digitalised service network
- Transformation of the service network
- Enabling Essentia



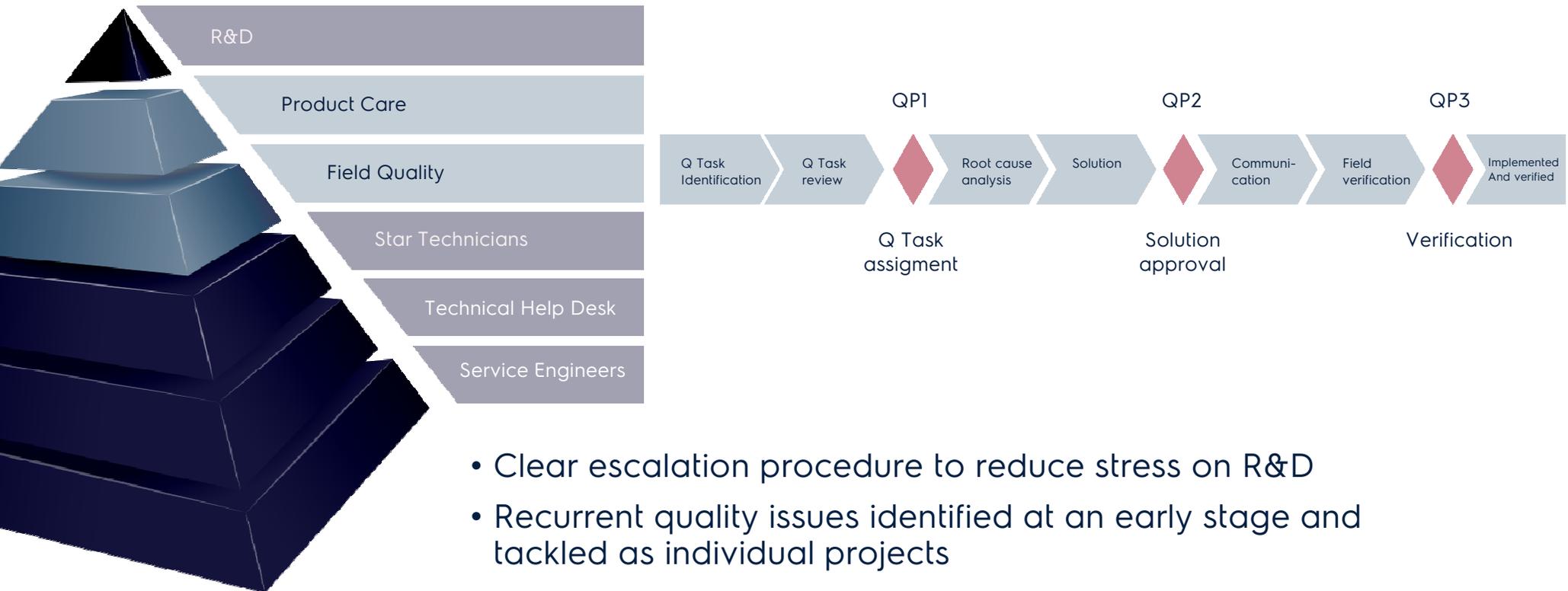


Quality is
quintessential
in Essentia





Faster Speed of Resolution



- Clear escalation procedure to reduce stress on R&D
- Recurrent quality issues identified at an early stage and tackled as individual projects



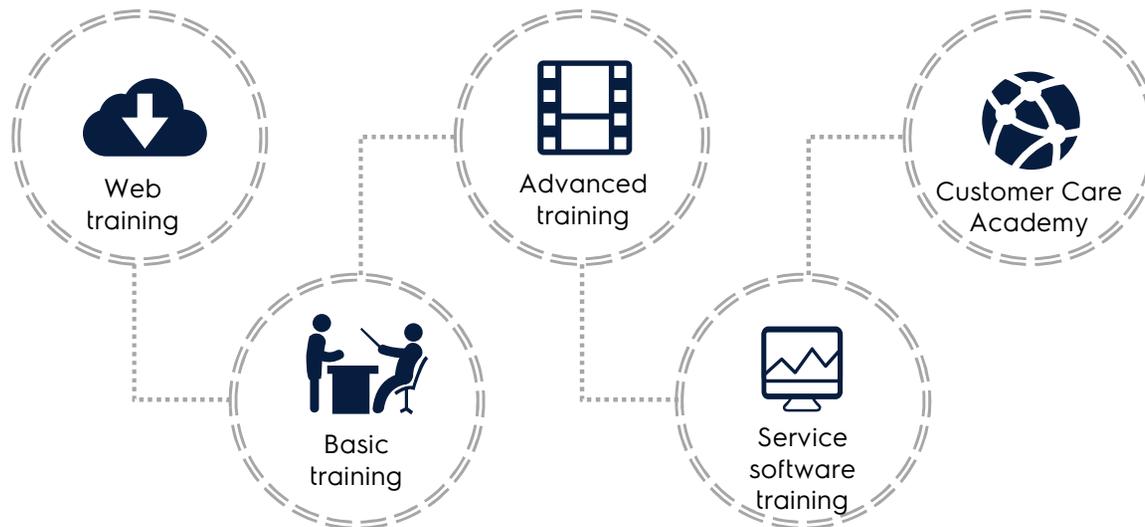
The Essentia Academy provides the solid foundation of the Essentia approach to the market





800 product training every year 6.500 attendees

Delivered through a model covering self-learning, web-led courses and in-person training at our training facilities



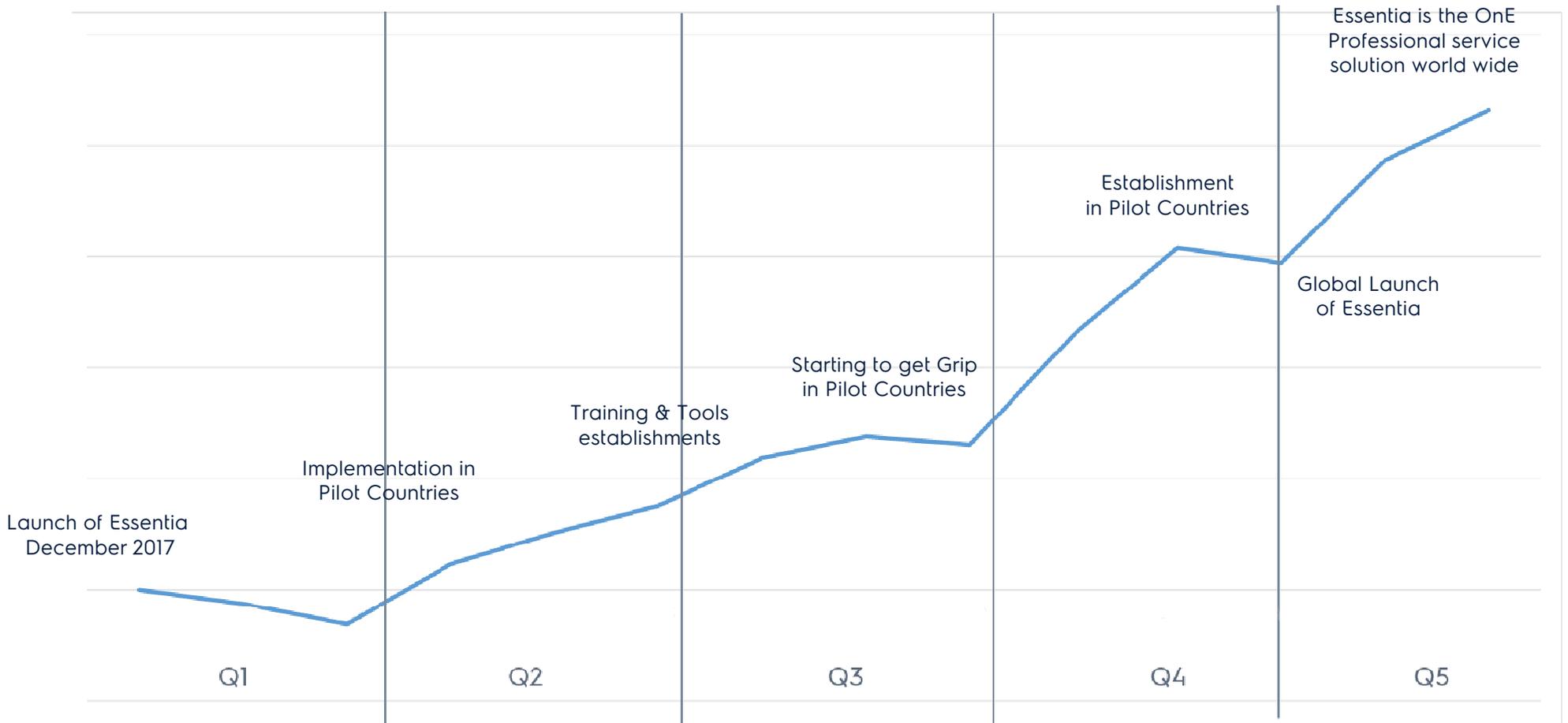


Essentia in the Centers of Excellence





Sales development





Let's Reshape
Service.
Together!





Electrolux