

**AZENTA**  
LIFE SCIENCES



**PARTNERS  
IN SUCCESS**

# Customer Care Europe, Middle East and Africa

March 2023

# Objective



- 01 Structure
- 02 Workflow and Responsibilities
- 03 Achievements
- 04 Support and Benefits
- 05 Your Place in the Future

# Introduction

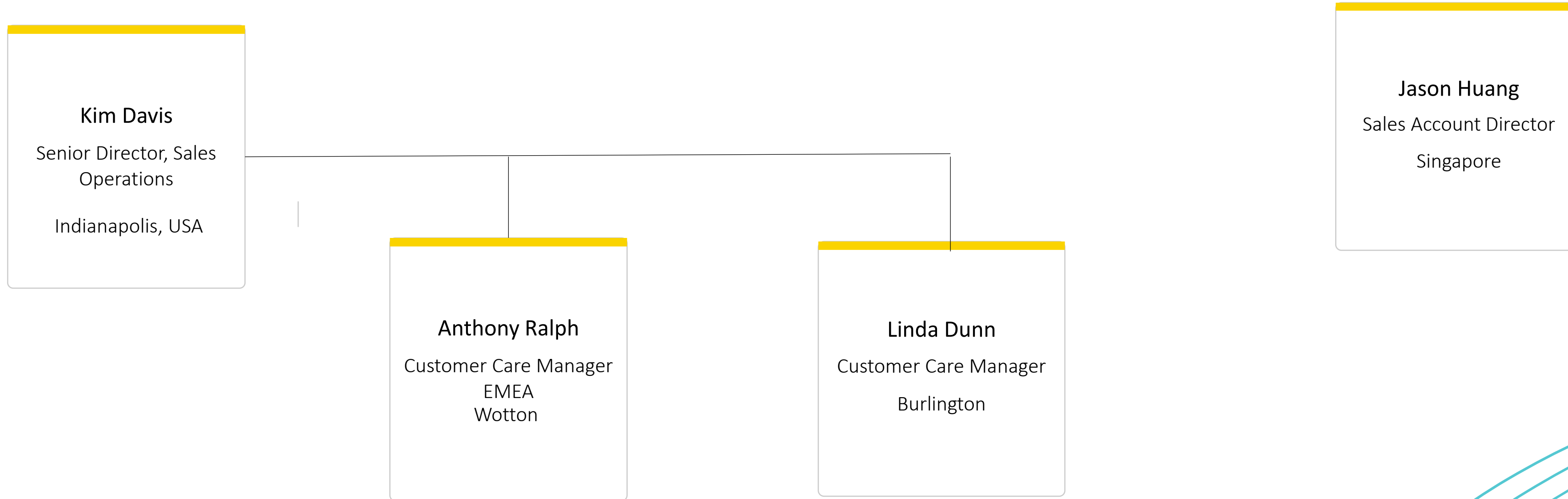


- Joined Azenta in 2019
- 9 years Customer Care Management
- 7 years field sales and key account management
- Psychology graduate
- Technical experience

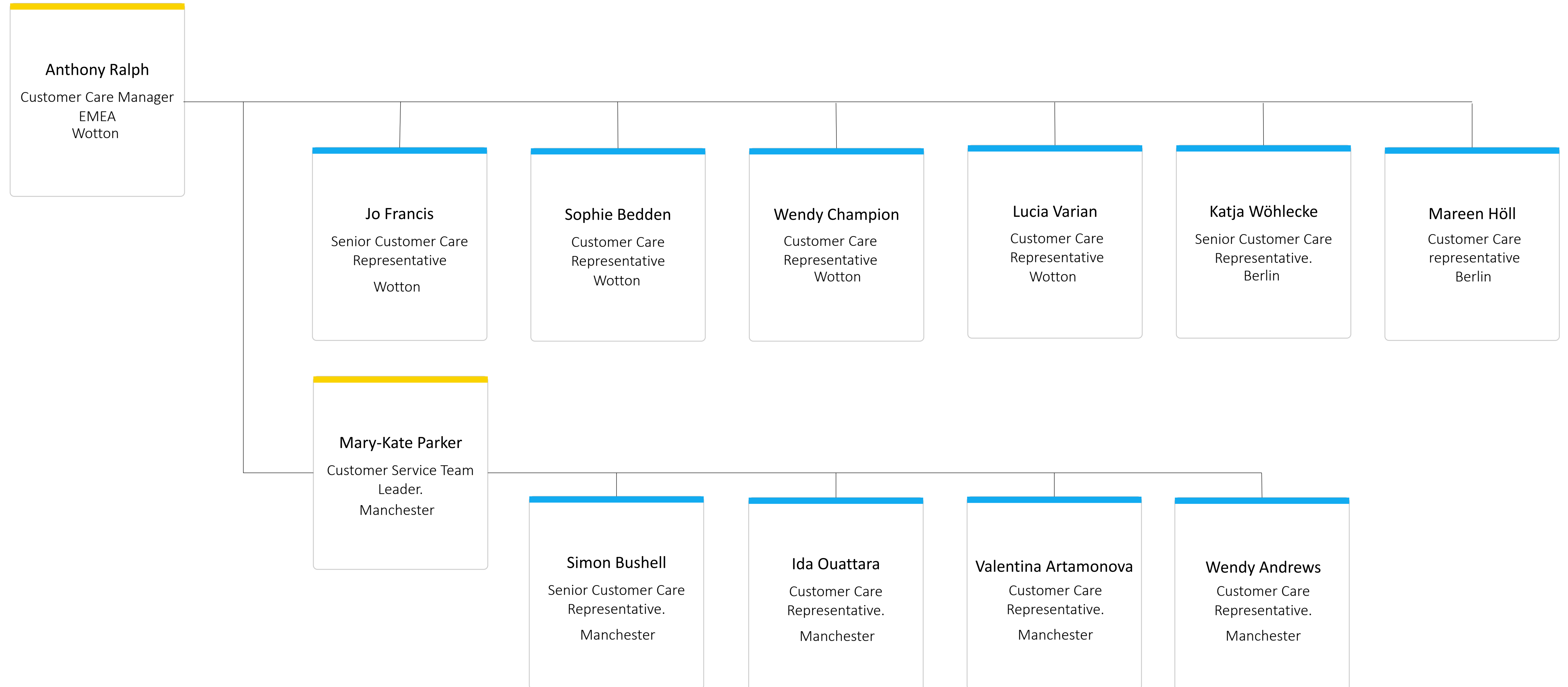
# STRUCTURE

# 01

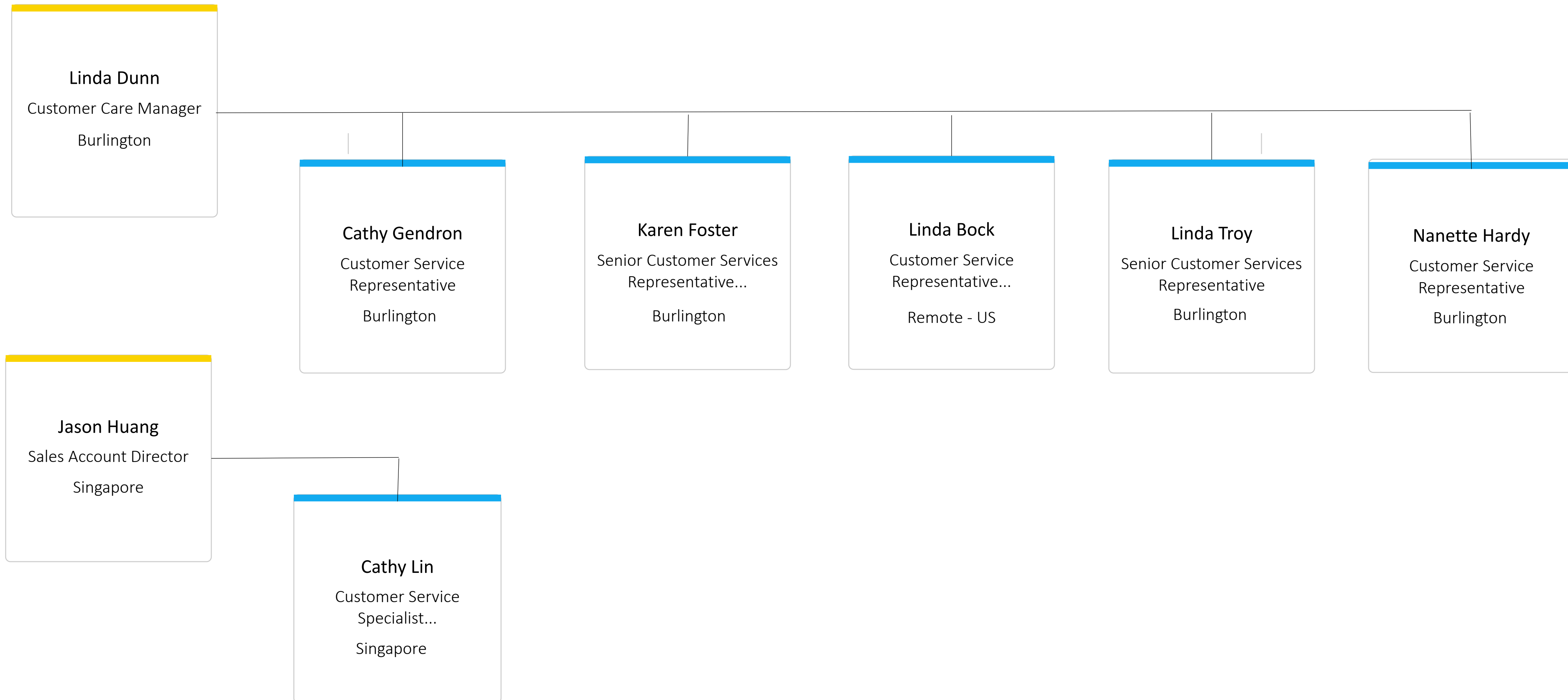
# Worldwide Customer Care Leadership Team



# EMEA Customer Care



# North America / APAC Customer Care

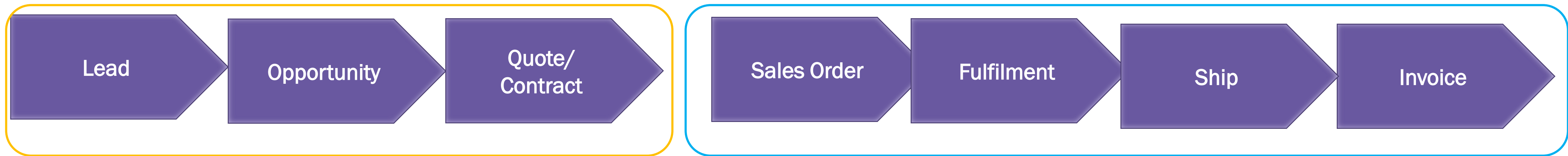


# WORKFLOW AND RESPONSIBILITIES

02



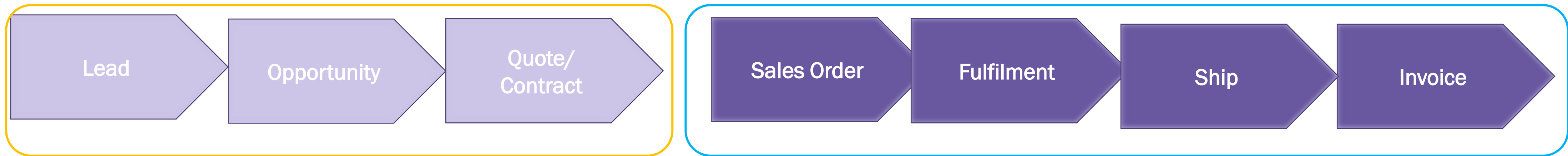
# Workflow



- Pricing & quotes
- Contracting & Tenders
- Customised product
- Promotions
- Product information
- Forecasting

- Orders
- Stock / SKU information
- Lead times
- Shipment questions
- Returns & Credits
- Quality issues
- Essential Reporting

# Workflow



US Company on FTSE and NASDAQ – US financial conduct rules apply to all transactions

Financial & Audit rules

Export compliance regulations

Penalties for non-compliance are strict

Jail terms

Large fines

Withdrawal of export privileges

Customer Care is responsible for ensuring all transactions are compliant before booking orders

# ACHIEVEMENTS

# DSB

# Achievements



## The past 3 years have been challenging to all life-science businesses

- Maintaining SLA of entering compliant orders
- Supporting brand alignments with Azenta launch
- Created remote working systems to support customer communications
- Low staff turnover - over twice the UK average tenure
- Restructured Customer Care to empower EMEA, US and APAC teams
- Spearhead requirements for change from customer feedback
- Retain key relationships during challenging times
- Develop key internal structures for escalations and resolutions.

# SUPPORT AND BENEFITS

04

# Support and Benefits



## We recognise the importance of relationship

- Dedicated Customer Care Representative
- Specialisations and skillsets
- Area, territory, product range or distributor-type focus
- Prioritisation and unique treatment programmes
- SLAs for order booking

# LOOKING TO THE FUTURE

05

“The best way to  
predict the future is to  
create it.”

Abraham Lincoln

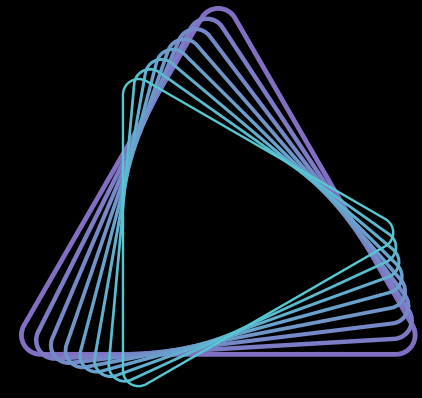


# Looking to the Future



## Goals, aims and targets

- System alignments supporting comprehensive reporting
- Further creation of specialist roles within Customer Care
- Improved interconnectivity between Global Customer Care Teams
- New Customer Experience developments
- More tailored and comprehensive support for EU-based Distributors
- More frequent touch-points, both internal and external
- Procurement/Customer Care behaviour alignment
- Greater internal KPI focus



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**Thank you!**

