

Reuters launches value based customer approach

Most people will have seen the Reuters credit in newspaper reports, photographs and news graphics or seen the acknowledgement of Reuters during television news programmes, but people in the financial services sector will know Reuters through the supply of the essential market data required by *any* organisation trading in currencies, equities, commodities, energy or other financial instruments.

Reuters is a truly global organisation, operating in world markets that have been at the forefront of major changes including the use of information technology as the key tool for conducting business. Over the years Reuters has moved from being a supplier of information to become a total solutions provider, which offers the hardware, software, integration and consultancy services needed to install and maintain the highly customised systems that ensure a constant flow of the information so vital to any trading organisation.

These changes have required Reuters to build a new way of doing business, based on developing a more consultative relationship with an expanding range of customers - and putting in place a customer-centric organisational structure. To support this change, Reuters has

launched a global initiative under the banner of 'Value Based Selling'.

This initiative has four key strands:

- The development of new global business processes
- The installation of a Siebel Systems Customer Relationship Management System
- The introduction of On Target Opportunity Planning Systems
- Skills training to develop the high level consultative skills needed to explore and develop customer needs, and the appropriate solutions.

Huthwaite was selected to supply this final element and the training was launched in the USA in October, with the UK implementation following in November. Since then the project has spread to include Canada, Australia, France, the Nordic region

and Germany. Where appropriate, the training has been delivered in local languages.

In order to maximise skill development the project has utilised technology to deliver pre-work for the training via CD-Rom with Net-based reinforcement to follow in the months ahead.

Ian Hirst, Reuters UK Sales Director, commented on the initiative, *"Huthwaite's approach comes at just the right time for Reuters where we are building our resources to provide a consulting relationship with our customers, to ensure we can meet their current and future requirements. In a rapidly changing world our customers needs are constantly changing, and we need to ensure our people's skills are developed to meet the challenge"*.



"In a rapidly changing world our customers needs are constantly changing, and we need to ensure our people's skills are developed to meet the challenge".

Ian Hirst, UK Sales Director, Reuters