

Aicha

Optimistic in the name of progress



**PROACTIVELY ANTICIPATING
OUR CUSTOMERS'
OPERATIONS HELPS US TO
BUILD LASTING
RELATIONSHIPS.**



Aicha is Purchasing and General Resource Coordinator with Saudequip, member of the JA Delmas Network. She works very closely with all the internal departments. She plays an essential role in customer satisfaction. She guarantees adequate supply of tools and equipment necessary for maintaining our customers' machines both in our workshops and on-site.

Aicha's operations to respond to her colleagues'- often urgent - purchasing requests are coloured with optimism and empathy: true assets conveying her commitment to the customer satisfaction chain.

Aicha says: Successful customer experience in our department is:

- treating purchasing requests on time respecting our commitments to our customers
- finding the right solution and answering the often specific requirements of our team members
- being aware of our role in organisation and the influence we can have on the customer satisfaction chain.