



# Customer Satisfaction is achieved through a **consistent delivery of service**

PMA has been a supplier to Bacardi since 2006. The main objective of the PMA program, since inception, has been to store and distribute their branded materials and provide an online inventory management and ordering system, ensuring efficiencies for Bacardi.

## To date, the achievements of the PMA program have been;

- Seamless implementation
- Centralised storage, enabling management of stock levels
- Provision of measurable savings
- Centralised distribution and the use of PMA's Least Cost Freight Routing system to provide the most competitive freight prices
- Provision of online ordering functions

**Customer satisfaction is the main focus, delivering open lines of communication that enable a fluid management style to present Bacardi with relevant recommendations to continually benefit their business.**

**A recent customer satisfaction survey conducted revealed satisfaction levels of 100% regarding delivery lead times, courtesy and communication by account management personnel and speed in response to queries. 100% of Bacardi's personnel surveyed stated PMA Global regularly illustrated an understanding of Bacardi's needs.**

