# **ENGINUITY TUTORIAL**



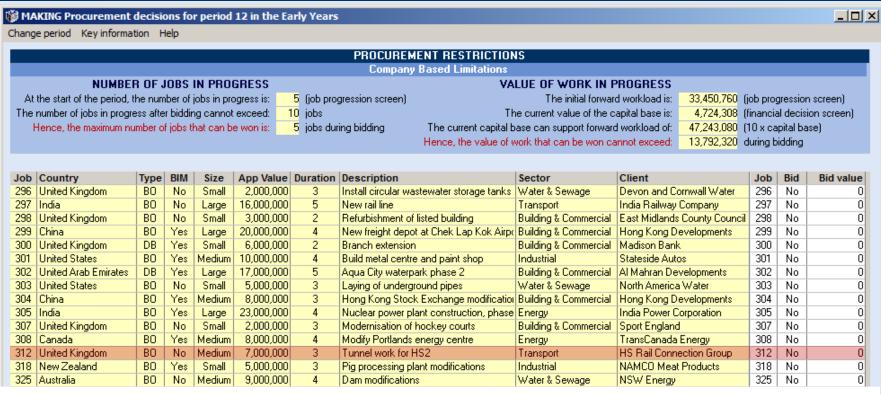
**Forming Client Relationships** 



Each period a number of jobs are available in the market. The company's marketing effort will determine how many of the jobs the company identify (prequalify for).

Each job has a client, in either the public or private sector, for whom the work is to be carried out.





Consider the following example.

The company have prequalified for a job with the HS Rail Connection Group.

As the company prequalifies, tenders for and secures work with the client a **relationship** is built up between the two parties.

The current state of the relationship can be analysed using the Display client details option.

Display details for job 312

| Display client details | Yes |



Client Details

Gradings

#### **HS RAIL CONNECTION GROUP**

Based in: United Kingdom Type: Public sector

Profile: A public company owned entirely by the Department for Transport, the Group is the company given the responsibility for building Britain's ne consisting of 345 miles of brand new track connecting the North, Mi

helping to bring Britain closer together.

The project is split into phases, with Phase One connecting the Weard Phase Two planned to extend the line further north towards Ma HS2 trains will continue running on the existing rail network towards Scotland, stopping at over 25 stations in total, including eight of Brita

The company can influence their relationship with a client in a number of ways :-

### Positively by:-

- Identifying and winning jobs
- Submitting competitive bids, even if jobs are not secured
- Managing jobs well, and completing them at least on schedule

#### Negatively by :-

- Submitting uncompetitive (poor) bids
- Managing the jobs poorly, and completing late
- Not keeping jobs on schedule

In this example, the company currently have a **fairly good** relationship with the HS Rail Connection Group, based upon a number of factors.

But why is the client relationship so important?

Current relationship	Job	Country	Туре	ВІМ	Factor affecting the relationship	Affect		
fairly good								
	10	United Kingdom	BO	No	Small job identified in period 1	marginal improvement		
					Job lost, but a competitive bid was submitted	small improvement		
	27	United Kingdom	BO	Yes	Medium job identified in period 2	marginal improvement		
					Job lost, but a competitive bid was submitted	small improvement		
	29	United Kingdom	BO	No	Small job identified in period 2	marginal improvement		
					Job won	reasonable improvement		
					Quality of the project manager(s) used	noticeable improvement		
					Job completed late	considerable deterioration		
	52	United Kingdom	BO	No	Medium job identified in period 3	marginal improvement		
					Job won	reasonable improvement		
					Quality of the project manager(s) used	reasonable improvement		
					Job completed on time	reasonable improvement		
	105	United Kingdom	BO	No	Small job identified in period 5	marginal improvement		
		_			No bid submitted	none		
	131	United Kingdom	BO	No	Small job identified in period 6	marginal improvement		
		_			No bid submitted	none		



#### Measuring Performance

Assessing performance Help

KEY PERFORMANCE INDICATORS

PERFORMANCE SUMMARY

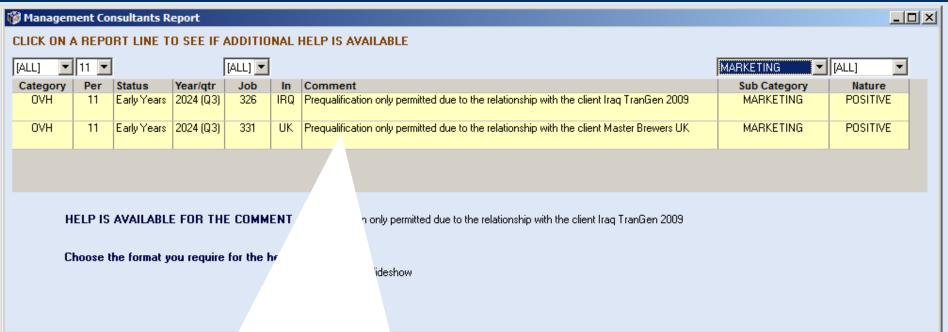
#### CLICK ON THE DATA IN A COLUMN TO SEE HOW THE SELECTED KEY PERFORMANCE INDICATOR WAS CALCULATED

End of period	Status	Year/qtr	Turnover	Gross profit to Turnover	Operating Profit to Turnover	Company Value	Capital Employed	Contract Completion	Forward Workload		Share Price	Client Satisfaction	Total
4	History	2022 (Q4)	40	170	120	170	130	80	70	100	70	50	1,000
5	Early Years	2023 (Q1)	50	163	124	170	153	85	89	129	73	59	1,095
6	Early Years	2023 (Q2)	60	157	131	172	179	83	123	178	75	84	1,242
7	Early Years	2023 (Q3)	73	173	173	183	196	96	103	150	85	96	1,328
8	Early Years	2023 (Q4)	80	177	183	186	207	97	113	154	87	111	1,395
9	Early Years	2024 (Q1)	90	186	193	193	217	105	100	132	95	141	1,452
10	Early Years	2024 (Q2)	96	191	189	195	224	121	102	131	94	170	1,513
11	Early Years	2024 (Q3)	98	194	183	193	232	139	123	154	96	196	1,608

#### **PERFORMANCE INDICATORS**

The company's relationships with ALL clients forms one of the **key performance indicators** upon which the progress of the company is measured.





#### **PREQUALIFICATION**

The level of a company's relationship with a client can determine whether or not the company prequalifies for new work with the client :-

- If the client relationship **has deteriorated**, 'poor' or worse, then the company may not be able to prequalify for work with a client.
- If the client relationship **has improved** to a certain level, prequalification may be possible even if the company's marketing effort may not have previously identified a job i.e., preferred bidder status with the client.



