



FOR IMMEDIATE RELEASE

Customer Scorecard Developed by Clarkston Consulting for Coty, Inc. Increases Client Satisfaction and Improves Internal Processes

Customer scorecard contains metrics that reflect performance from the customer's perspective and guide internal process improvements to address customer needs

DURHAM, NC (October 15, 2003). In order to increase customer satisfaction and decrease compliance fees, Clarkston Consulting, a nationally recognized management and technology consulting firm, worked with Coty, Inc., a leading manufacturer of personal fragrances, to develop a scorecard that contained metrics pertinent to its key accounts. Based on visits to Coty clients, Clarkston developed a customer scorecard containing metrics that reflect performance from the customer's perspective and guide internal process improvements to more effectively address customer needs.

"Clarkston Consulting provided us with a better understanding of how our customers evaluated us, and developed a scorecard that will enable us to achieve our goals," said Mark Newberry, VP of Logistics and Execution at Coty.

"The scorecard is an excellent example of Clarkston's expertise in enabling consumer products companies to overcome industry pressures and capitalize on opportunities to improve collaboration, value chain execution, innovation, and regulatory compliance," said Thomas Bornemann, managing partner of consumer products at Clarkston Consulting.

The scorecard went live with five key customers in August of 2002. Coty currently uses the scorecard for approximately 15 customers, and plans to add more customers to the scorecard, update the metrics, and move toward an on-line version of the scorecard.

The measurement of quantitative metrics provides valuable information to management for implementing changes, such as updating business practices. Coty can now more effectively manage data to improve order-fill rates, reduce out-of-stocks, and eliminate order cancellation due to data errors. For example, based on these reports, Coty has increased the frequency of Advance Ship Notices (ASNs), which allow more timely visibility to product shipments.

These metrics also enable Coty to immediately respond to areas for improvement, and to provide progressive solutions that improve customer satisfaction while achieving desired performance levels internally. Additionally, the sales force is equipped with more accurate and comprehensive information to directly target client needs and provide valuable solutions.



“In addition to tracking performance improvements, the scorecard has proven an educational tool to bring sales and operations together for a more focused organizational approach,” said Bruce Meyer, Director, North American Customer Demand Management.

The winner of numerous industry awards, Coty has garnered international recognition for its exceptional products and services. The customer scorecard and its related processes were featured in the June 2003 issue of *Consumer Goods Technology* and the Sanford, NC distribution facility was awarded “Warehouse of the Month” in May 2003 by *Modern Materials Handling*. Also in June of 2003, *Consumer Goods Technology* named Robert Reinckens, CIO of Coty Beauty Americas, as one of the 25 most influential consumer goods executives.

Visit Clarkston Consulting at the *Consumer Goods Technology* conference in Orlando, Florida, October 14-17, 2003.

About Coty, Inc.

Coty, Inc. is one of the world’s leading manufacturers and distributors of personal fragrances, and a leader in color cosmetics and skin treatments in both the mass and prestige markets. Coty is a privately held company headquartered in New York with operations in more than 25 markets, and has annual net sales of approximately USD 1.5 billion (2002). For further information, visit www.coty.com.

About Clarkston Consulting

Clarkston Consulting is a nationally recognized consulting firm that creates successful business strategies and implements technology solutions. Clarkston’s business value acceleration approach bridges the gap between strategy and technology to build a sustainable business advantage for Fortune 1000 manufacturers within the life sciences and consumer products industries. The firm’s excellence has been recognized through numerous industry, vendor and client awards. Clarkston’s exceptional client satisfaction rating as measured by The Conference Board is heralded as among the highest in the consulting industry. To learn more about Clarkston, visit www.clarkstonconsulting.com.

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