

# Enabling our divisions

Ron Lefferts, Head of Sales & Account Management

# L



# SEG

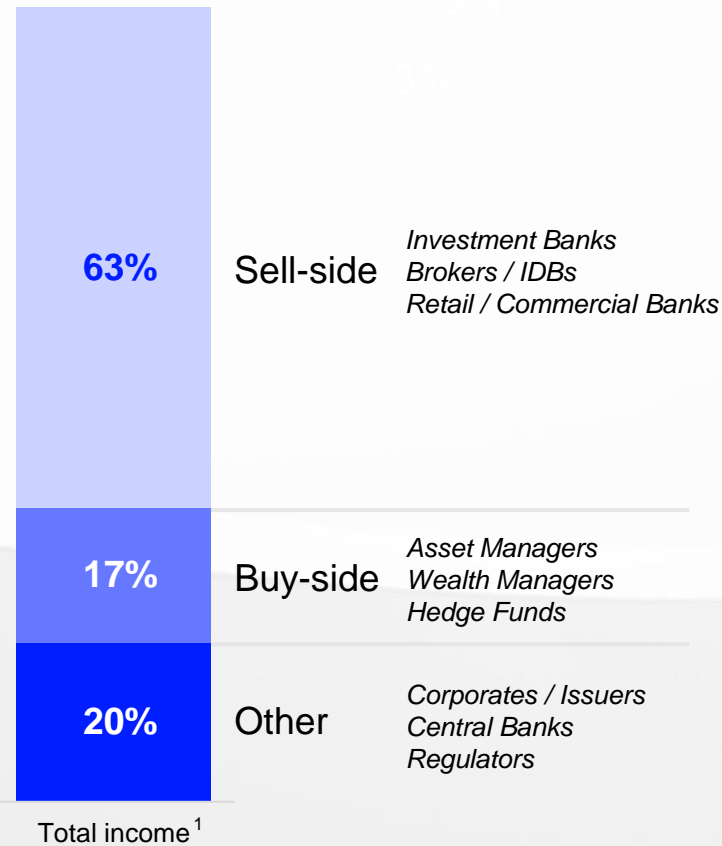


**LSEG**

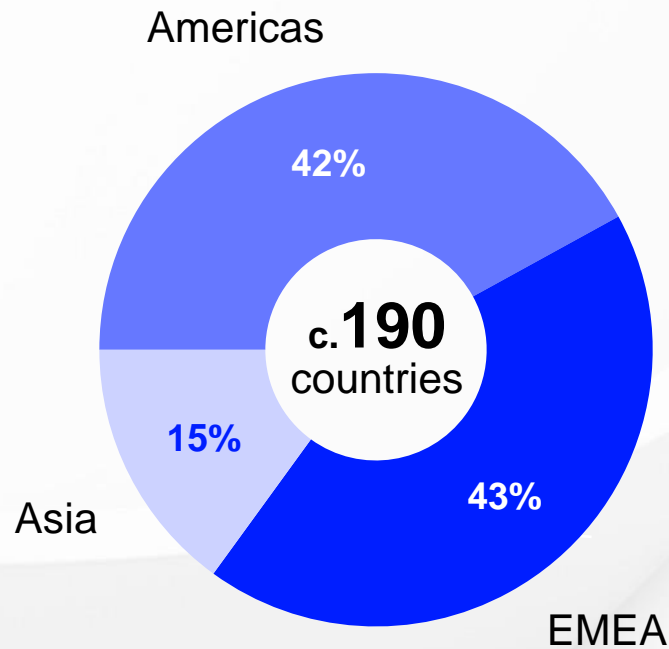
Capital Markets Day 2023

# We serve a highly diverse customer base

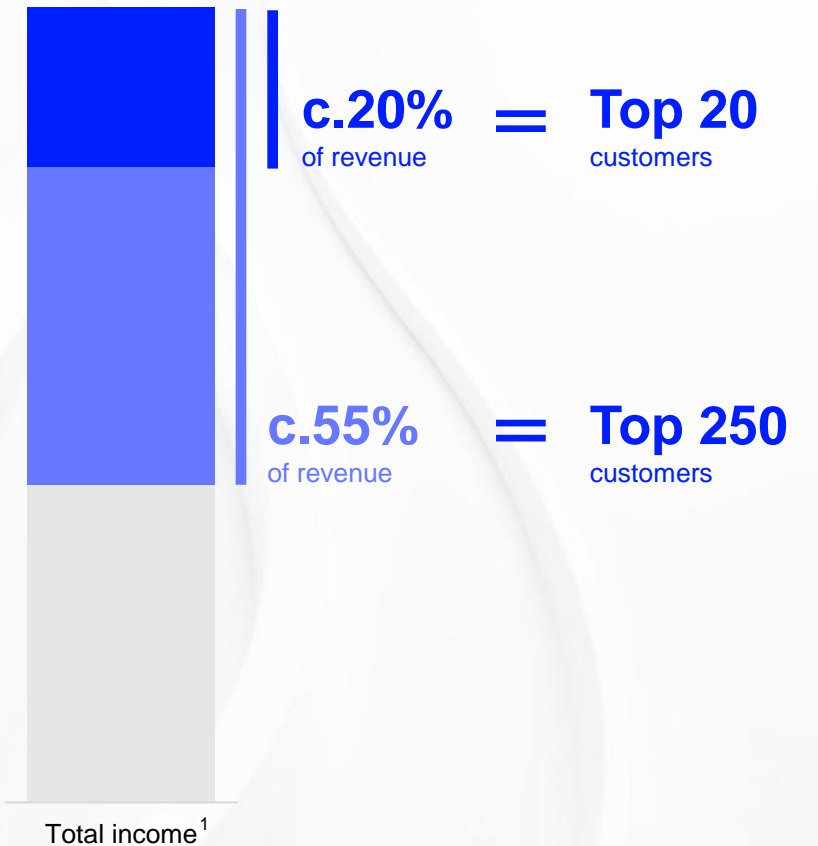
Extensive presence across segments



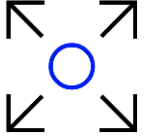
Operating globally





A critical partner to our customers




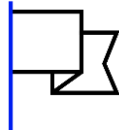
# Opportunity to transform the sales organisation

 **Disjointed sales philosophy** with a focus on selling c.240 discrete products

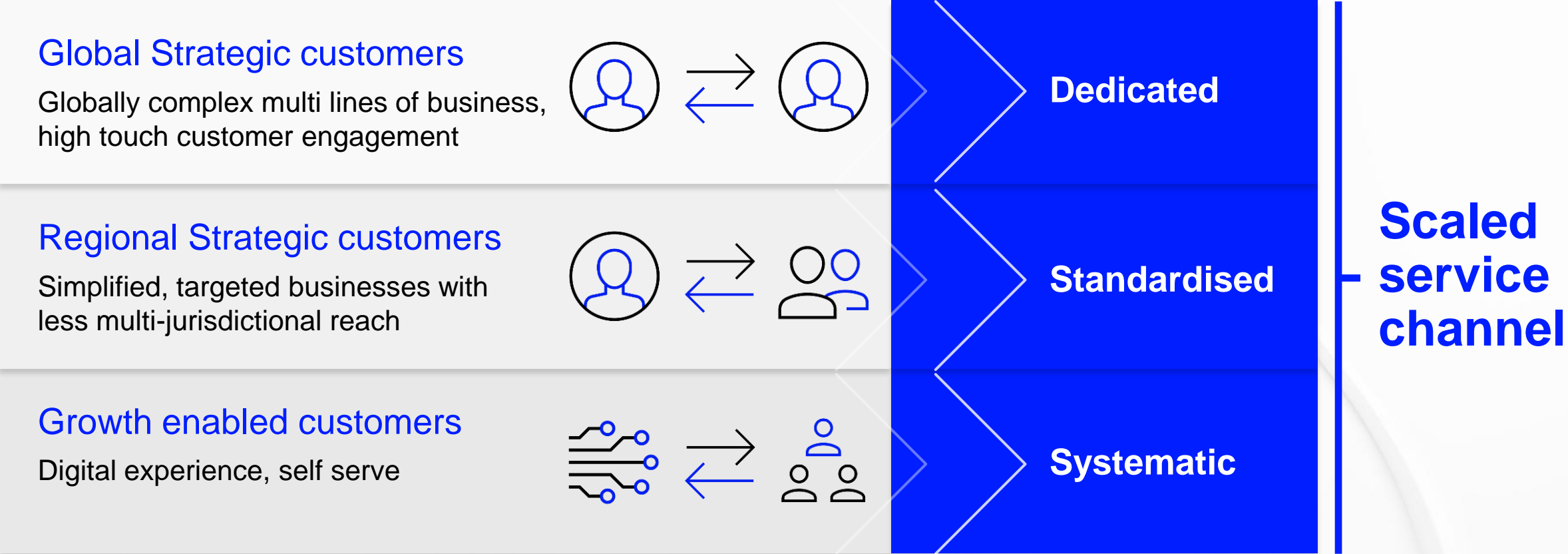
 **Poor customer insight** with limited understanding of who was using our products and why

 **Regionally-focussed structure** with limited knowledge sharing across the sales organisation

 **Lack of technical specialists** in place to get to the heart of our customers' requirements

 **Imperfect incentivisation structure** led to inefficient sales practices and low performance benchmarks

# Serving our customers effectively via a differentiated service model



Integrated into Salesforce – AI-powered, intuitive, smart

Coaching collaboration and empowerment

# Our group-wide remit now helps us serve customers as one LSEG

Data & Analytics

Risk Intelligence

FTSE Russell

Capital Markets

Post Trade

## Strategic Accounts

### Executive Committee sponsorship

A member of our executive management team will personally oversee our relationship with each of our top c.20 customers

### Strategic account teams

Responsible for the global management of LSEG's top c.50 customers, designing tailored solutions and account plans

## Data & Analytics, Risk Intelligence and FTSE Russell

### Sales channel teams and product specialists

Frontline account managers, supported by solution specialists

### Customer success management

Supporting higher usage and adoption through specialised expertise in customer workflows

# Partnering with the customer is key to driving growth

## Voice of the customer

Microsoft Design Partner Programme

---

Customer engagement

---

Account/Value plans

---

RFPs



## LSEG strategy and execution

Workflow-specific customer engagement

---

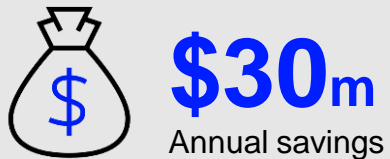
Customer-led co-innovation

---

Commercial structure evolution

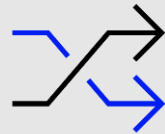
---

Sales channels strategy



Creating cost benefits for the customer...

- **\$30m** of annual savings
- Streamlined the bank's portfolio of data suppliers



...driving growth for both parties...

- Co-developing next-generation customer solutions
- Joined our Design Partner Programme with Microsoft



...and generating attractive economics for LSEG

- Account now growing **>4%**, previously declining -3%
- Now consistently one of our top performing accounts

# Building strong, multi-faceted relationships with our Channel Partners

## iShares®

by BlackRock

- **A leader in the ETF marketplace** for 20+ years
- FTSE Russell partners with Blackrock to help drive growth, providing **key benchmarks, indices and ETFs**
- Over **\$370bn AUM** tied to **100+ FTSE Russell products** that help power the iShares suite

## Aladdin®

by BlackRock

- **End-to-end investment workflow software** combining sophisticated risk analytics with comprehensive portfolio management tools
- BlackRock's Aladdin powers workflows for over **100,000 investment professionals** globally
- LSEG is a key partner in the Aladdin ecosystem, and is the **preferred data source** for Fixed Income, Equity and public reference data



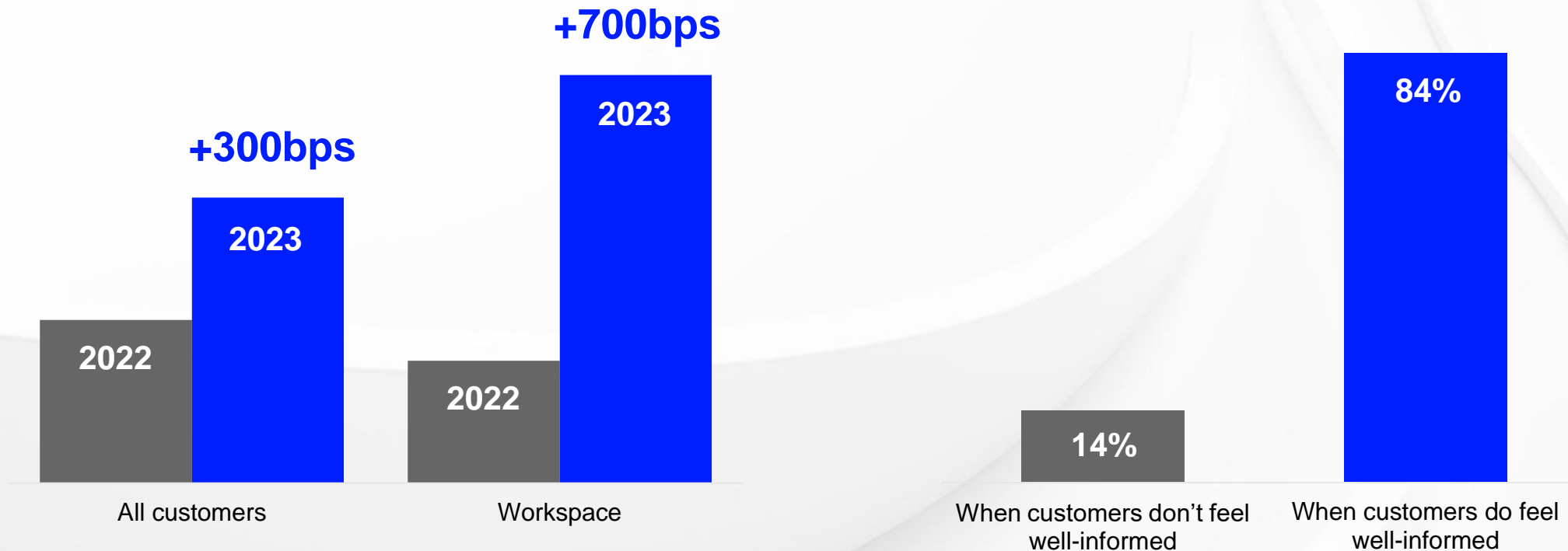
# Our engagement strategy is delivering results

We're getting closer to customers...

% of customers who feel well informed of relevant solutions and services<sup>1</sup>

...and shifting market perception

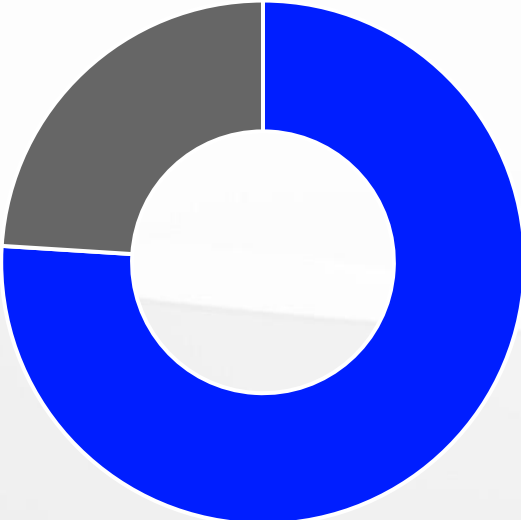
% of customers who are likely to recommend LSEG<sup>2</sup>



# Exploring deeper possibilities with our customers

We're actively showcasing our offering...

% of customers<sup>1</sup> who have **discussed new product features with their account teams in the last 12 months<sup>2</sup>**

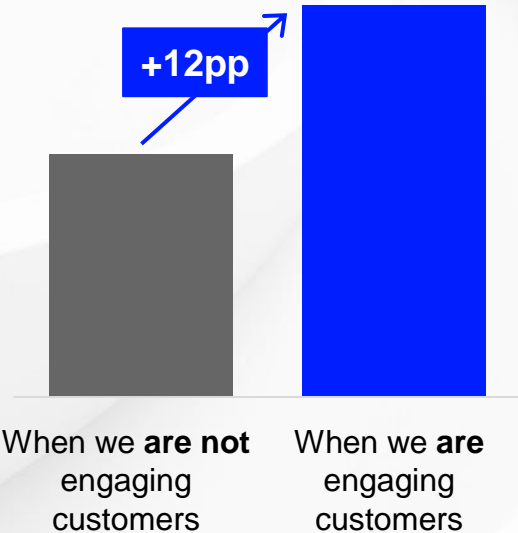


**76%** of customers are **actively** engaging with us on new products and services

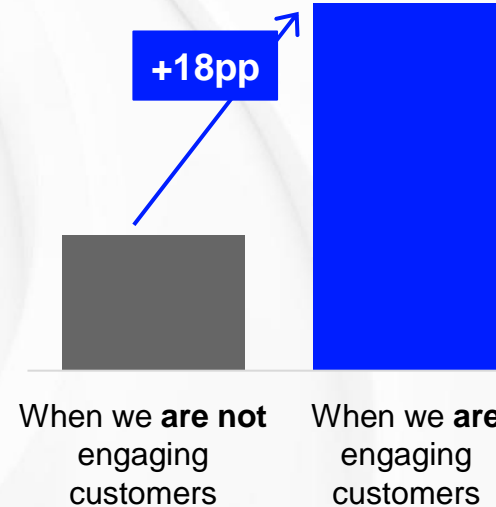
...and that has a big impact on customer sentiment

% of customers who are **“delighted”** with LSEG’s offering in the below categories

Product satisfaction<sup>3</sup>













Workflow integration<sup>4</sup>



**Note:** Survey covers customers of the Data & Analytics, Risk Intelligence, and FX businesses

- Covers top 250 customers and managed accounts ie customers who are serviced on a 1:1 basis
- Customers answered “yes” when asked “have you had discussions with your account team about new product features, functionality or content in the last 12 months?”
- Customers who returned a 9 or 10 out of 10 score for product satisfaction
- Customers who returned a 9 or 10 out of 10 score when asked “would LSEG’s solutions/services integrate seamlessly into your workflow?”

# We're delivering fundamental change... and it's having an impact

The problem	Our solution	Progress
 <b>Disjointed sales philosophy</b>	Distilled our offering into <b>nine workflow solutions</b> that accurately reflect the priorities of our customers	
 <b>Poor customer insight</b>	<b>High visibility into usage and sentiment</b> with detailed account plans for our 100 largest customers	
 <b>Regionally-focussed structure</b>	Our sales teams now have a <b>group-wide remit</b> , with active knowledge sharing forums to combine expertise	
 <b>Lack of technical specialists</b>	Our sales specialist teams comprise <b>leading industry experts</b> that actively support our frontline sales teams	
 <b>Imperfect incentivisation structure</b>	<b>Retention-focussed incentivisation plans</b> reinforce the importance of maintaining strong customer relationships	

# Implementing a truly transformational sales approach



**Creating a world-class sales organisation**



**Supporting our unified sales teams with leading industry expertise**



**Partnering with our customers to design tailored workflow solutions**



**Leveraging our scale to develop a smarter go-to-market strategy**