

# Are You Buying an Asset, or Something More?


Greater choice in so many areas of our lives means purchase decisions are no longer all about the product itself, but more subjective factors, such as service and performance. Once we've decided we need a new TV or computer, if they all provide the same basic function, other factors influence our decision.

The key buying decisions shift to other aspects of value that matter most to you.

Such as how soon can it be delivered, what sort of warranty does it have, how well am I going to be kept informed about the status of my delivery if bought online, can I return it easily if it goes wrong.

If we're buying directly from a shop, we will probably go to the one that has the best product displays, the most helpful staff and the easiest returns policy.





Similarly, if you go on a long-haul flight you might not care too much what type of plane you are on. You expect it to work properly and deliver you to your chosen destination safely, more or less on time and with your bags on the right baggage carousel. Your value judgement of who to fly with depends on how easy it is to book, flexibility of flight times, how quickly you were able to board, the quality of the food and drink, legroom, attitude of the cabin crew and the size of your in-flight TV screen.

Where the basic product is the same, it's the promise of assurance and experience that shapes our perception of value and decides where we spend our money.

## Value and Experience in Infrastructure Projects

You may be wondering what all of this has to do with infrastructure projects. Quite simply, we understand that the same, universal buying principles apply for our customers, seeking to deliver the most effective asset, most efficiently. We know any number of contractors can deliver the asset to the specification, but will the experience be the same?

The experience is all about what it's like to work with a particular contractor and their supply chain and how they ultimately deliver the best value. Understanding what outcomes matter most to you, efficient communications, openness, thinking creatively to reduce passenger disruption or improve quality, appreciating the pressures you are under and not letting you down. These are all aspects of value that are closely linked to your experience as a customer and that we work tirelessly to deliver, as we know how much they care about them.

The end product may be similar, but the experience of getting to it can be very different. We recognise this fact, which is why all Osborne people and our supply partners never forget that our customers are buying more than just an asset.



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