

We will unleash our sales potential to deliver the people, processes and tools that inspire our customers. The customer will be able to work seamlessly through any stage of their project and across any channel. Employees will be inspired to manage projects and share knowledge to support our customers.

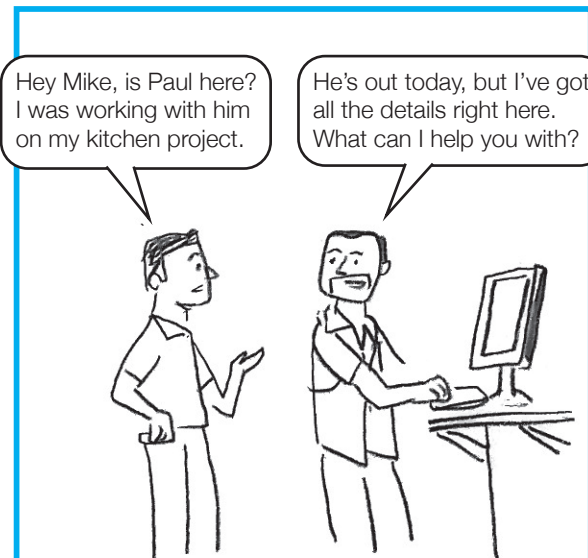
For a look at Lowe's Experience of the Future fully realized, please see "Inspiring Creators with MyLowe's" and "What is Lowe's Experience of the Future"

Changing Our SELLING TOOLS to service PROJECT NEEDS Here's a look at the customer project lifecycle. Below, you'll find some of the tools we're rolling out to help customers through their projects.



SEAMLESS WORKSPACE

The seamless workspace provides a platform designed to remove the barriers between employees and the solutions they seek to complete their work or to satisfy their customers.



REPLACE SELLING CENTER AND ISST

Any employee interacting with customers will have a single view of the customers interactions and projects. This will give customers a seamless experience across any channel, in store or online.



SCHEDULING AND DISPATCH

Deliveries, installations and scheduling will be optimized for increased speed and reliability. Customers will experience better service.



LINE-ITEM EDITING FOR ORDERS

This allows the store employees to make line-item changes to orders on the fly, which will reduce the need to refund and re-bill customers.



DEEPER CUSTOMER RELATIONS

This is a customer relationship management tool for the Centralized Production Office that's tied into the employee workspace. It's integrated into the seven stage customer lifecycle.



Our new tools will help us not only act differently, but will evolve our fundamental approach to our customers. Here are some key differences:



CREATING PROJECT SELLERS

We will implement new organizational structures, culture mindset, and compensation programs that will allow the employee to better serve the customer and their experience. We will also roll out technology to better enable project-oriented sales.



BUILDING DEEPER RELATIONSHIPS

Making the right decision for customers builds trust. Encourage employees to be consultative with customers. Think about how we can help rather than what we can sell.



MAKING GREAT DECISIONS FOR CUSTOMERS

Employees will have the right tools and information to make decisions in the best interest of the customer.