

Q&A WITH...



David DeBlanc, Global Business Development and Marketing Manager, Halliburton Multi-Chem

After more than 25 years of successfully serving downstream operators in customer-facing and leadership roles, David has added oilfield expertise to his portfolio of global chemical treatment experience over the last five years. In his current role, David collaborates with operations, technology, business development, and marketing to deliver superior service and chemical application expertise to help customers maximise asset value.

01 How would you define 'service excellence'?

Simply put, service excellence is going beyond expectations, routine service and consistently delivering results. However, there's a lot in the background to make that happen.

In my experience, service excellence is a mindset complemented by a process to deliver high-quality service. The customer is key to defining service excellence. It is their expectations, and the process is equally key. Without one, an organisation's effort and capabilities are not fully focused on the customer. At a high-level, a process must:

- Understand the customer's objectives.
- Align capabilities to them.
- Clearly define the service standards and metrics to measure and report results.

The process is stronger when the team executing it receives continuous training and also when added value is created, which we define as exceeding the customer's investment in chemicals and services.

02 Can you provide an example of service excellence in action?

Recently, a team created value for a customer. In this situation, excessive fouling in a refinery's exchanger limited the diesel run throughput in the unit, which was frequently taken offline to clean this piece of equipment. Even though the exchanger was outside the treatment programme, the service representative took the time to investigate the problem, coordinate with a technical team to study the issue, develop a solution, and present it to the customer, who accepted it and will realise significant cost savings. I think the customer would agree that's an example of service excellence.

03 Does having upstream and downstream capabilities strengthen service excellence?

It can if you identify and leverage learnings, scale innovative technologies, and pass them on to the

customer. When we are onsite, we have broader experience, expertise and resources because of our upstream team, which is well-integrated with our downstream team. Many of the challenges facing upstream operations exist in the downstream. Upstream knowledge provides insight into the impact of crude feedstocks and oilfield production chemicals on the refining process, allowing us to better design, implement and optimise treatment programmes.

The collaboration allows us to think in a more holistic fashion, providing us with a wider and longer road to deliver service excellence.

04 Can you provide an example of upstream and downstream working together?

At a very high-level, a refining customer was experiencing issues with its crude slate in the refinery process. After investigation, it was determined that an opportunity crude within the slate contained high levels of production chemicals. Our upstream and downstream teams collaborated on a solution. Without that integration, a solution would have taken longer, resulting in added production loss and profit for the refinery.

05 What does service excellence look like for Halliburton Multi-Chem?

We define 'being great' by the solid execution of our value proposition, which is to deliver superior service and chemical application expertise to maximise asset value for our customers.

To go deeper, we demonstrate technical expertise and problem-solving skills, effectively communicate progress and results, adapt to change, and consistently deliver practical solutions meeting customer needs without compromising health, safety and the environment (HSE) standards. When we do this, we deliver great service. 