

ZORLU HOLDİNG

Customer Relations Manifesto

1- Innovation, entrepreneurship, sustainability and customer focus guide all our activities in order to bring dreams to life. Our fundamental principle is to offer our customers high-quality, fast, pioneering and reliable services and to provide a distinctive and seamless experience.

2- We establish accessible feedback mechanisms in all our companies to listen to our customers. Our customers can easily access after-sales customer services through various channels.

3- We value establishing long-term relationships with our customers. In order to transform this process into a seamless experience, we monitor, measure and report on our customers' satisfaction at regular intervals with mechanisms such as perception surveys and satisfaction surveys. We monitor changing customer expectations, evaluate the suggestions we receive and take proactive action in areas with room for improvement.

4- We pay attention to feedback from our dealers and authorised service providers who are constantly in contact with our customers. We learn the priorities of our customers in different regions thanks to our extensive network of dealers and authorised service providers.

5- We place the utmost importance on feedback given to us by our customers. We share it with senior executives, assess every piece of feedback carefully and take the necessary action.

6- We train our employees, dealers and authorised service providers who are in direct contact with our customers in customer experience while supporting their professional development and expertise.

7- We use our customers' suggestions to improve our products and services and bring open innovation to life together with our customers in all appropriate areas.

8- Within the framework of responsible marketing principles, in communicating our products and services, we adopt an approach that takes societal differences into account and respects human rights, while providing information in a fair, transparent, open and accurate manner. We aim to raise awareness of environmental and social issues among customers and consumers.