



TEKFEN HOLDING

CUSTOMER LOYALTY POLICY

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TEKFEN considers its customers as its strategic partners with which it establishes long-term relationships.

TEKFEN is committed to ensuring and maintaining customer satisfaction by adhering to and completely meeting and fulfilling the quality standards in the products and services it provides to its customers.

In order to fulfill these commitments, TEKFEN acts in accordance with the following principles with an approach focused on trust and loyalty that forms the basis of the bridge with its customers:

- Receives feedback on customer complaints, suggestions and satisfaction,
- Regularly evaluates the effectiveness of the customer feedback sources,
- Manages the feedbacks without prejudice, but with fairness, speed and transparency,
- Evaluates the feedbacks with a solution-oriented approach, taking its urgency and confidentiality into account,
- Provides practical solutions to its customers in line with legal terms, contracts and company policies,
- Pays attention to protecting customer rights by producing solutions to meet customer needs,
- Considers the customer feedbacks as a tool for development, within the scope of the principle of continuous improvement,
- Acts with the awareness of the effect and importance of customer loyalty on business processes, and observes customer loyalty in its decisions,
- Evaluates the current and future needs of the customer to ensure the continuity of customer loyalty,
- Determines the changing customer expectations and carries out the necessary activities to exceed these expectations.

Cahit OKLAP

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