

# GUIDE OF CUSTOMER FEEDBACK MANAGEMENT ISO 10002

2022

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## INTRODUCTION

Adopting the “Customer Focus” concept as the center of its values, Yilport Holding prioritizes customer satisfaction in all of its activities.

It is the prioritized goal of Yilport Holding to ensure that each feedback received by Yilport Holding is arranged more systematically and more reliably in order to respond to customers’ demands instantaneously, and to increase customer satisfaction accordingly.

Listening to the parties for which services are rendered and understanding their requirements and expectations are of importance for Yilport Holding. Therefore, Yilport Holding believes that each feedback is actually an opportunity for progress and continuous improvement.

## VISION

- Providing the privilege a standard for all our customers
- Creating a safe, damage-free work environment
- Utilizing state-of-the-art equipment & technology to generate sustainable productivity & long-term profitability

## MISSION

- Our mission is to be ranked within the top 10 international terminal operators by 2025 and keep YILPORT as the "Game Changer" in port and terminal operations.

## VALUES

- Values are the criteria that our brand stands on. People, process, and technology are the first three things that YILPORT brand means to its partners.

## CUSTOMER FEEDBACK POLICY

### PURPOSE AND SCOPE

The customer feedback guide is to explain the steps to be followed in the evaluation and resolution of the wishes, requests, complaints and suggestions from the customers in order to continuously increase customer relations and satisfaction, and to define the studies to be carried out to continuously improve them. With this procedure, YILPORT

Holding has described the ways to handle complaints, requests and suggestions, and to make procedures and forms accessible.

YILPORT Holding establishes effective communication channels to understand customers's needs and respond quickly. It undertakes to respond and conclude all positive or negative notifications as required, in accordance with port rules and company management, and to continuously improve the customer complaints handling package with a customer-oriented user.

## **RESPONSIBLE PARTIES**

All employees are responsible for receiving customer complaints, requests and suggestions.

The Sales and Marketing Department is responsible for following the Customer Relations (complaints, requests and suggestions) management procedure.

Customer Relations and Customer Services are responsible for together to follow-up and execution of customer complaints.

## **DETAILS OF PROCEDURE**

Procedures, forms and questionnaires which are related to the customers have been prepared. From the acceptance of the complaint, request or suggestion made by the customer until an agreement is reached for a solution, the customer is informed regularly with his/her request.

- If the complaint, request or suggestion is received verbally, the responsible personnel who is receiving the request, creates a work order in SAP C4C and makes the assignment to the relevant department.
- Complaints, suggestions and requests communicated through different communication channels are assigned to the relevant department by the Customer Relations Responsible with a work order.
- After confirmation of the relevant department, the feedback comes to the Customer Relations Authorities, the relevant personnel makes the final decision and edits the content of the automatic mail to be sent to the customer, if necessary, and then the solution is delivered to the customer.

## COMMUNICATION CHANNELS

Yilport Holding's customers can easily and fastly deliver any feedbacks related their business with the following ways :

### İLGİLİ KİŞİLER

#### GEBZE

- Pinar İřkodra – Customer Relations Senior Specialist/Sales and Marketing
- Tel: 0262 679 76 00 – 7657 ; 0536 065 67 88
- E-mail: [marketing@yilport.com](mailto:marketing@yilport.com)
- Emine Karaca – Customer Relations Team Leader / GLC
- Tel: 0538 635 28 11
- E-mail: [musterihizmetleri@yilport.com](mailto:musterihizmetleri@yilport.com);

#### GEMPORT

- Sevim Yařar – Customer Relations Senior Specialist/Sales and Marketing
- Tel: 0224 524 77 20 – 177; 0553 236 20 46
- E-mail: [trgem.sales.dg@yilport.com](mailto:trgem.sales.dg@yilport.com);
- Mustafa Pınarbaşı – Customer Relations Team Leader / GLC
- Tel: 0539 932 71 72
- E-mail: [trgem.musterihizmetleri.dg@yilport.com](mailto:trgem.musterihizmetleri.dg@yilport.com);

#### ROTA

- Erdem KORUCUOGLU – Sales and Marketing Senior Specialist
- Tel: 0262 528 10 07 - 7502
- [marketing@yilport.com](mailto:marketing@yilport.com);

## ALTERNATIVES COMMUNICATION CHANNELS

- The button situated in the signature part of the e-mails coming from the employees of Yilport as below.



- Communication page under Contact Us at [www.yilport.com](http://www.yilport.com) website (All of communication information about ports)
- 'Customer Feedback Form' under Contact Us at [www.yilport.com](http://www.yilport.com) website
- Face-to-face meetings held during the visits
- Customer Satisfaction Surveys conducted by the related departments

### **IMPORTANT POINTS FOR FEEDBACKS**

- During notification of feedbacks, provision of the following information to Yilport Holding will facilitate the resolution process:
- The name of the company and the contact information related with the person giving feedback
- Information regarding Yilport Holding company and department that is the subject matter of the feedback
- If available, the identification data such as container / bill of lading number, etc.
- The expectations (solution details and duration) of the customer providing feedback from Yilport Holding

### **FEEDBACK RECEIVEMENT, ASSESSMENT AND ANALYSIS PERIOD**

Each feedback submitted by our customers are registered in the same day if they are taken in the work hours and if these feedbacks are taken after work hours, they are registered in the following workday.

The customer representative and customer relations development expert realize the first assessment and the prioritization of the feedbacks and then they share this with related departments. The prioritization statutes are as follows:

#### **HIGH PRIORITY NEGATIVE FEEDBACKS:**

The high prioritization shall be applied in case of the following situations which are coming both from:

- Feedbacks of highrisk situations related with loss of life or safety and health of work,
- Damage of environment security,
- Arise of situations like illegal application that may damage the institutional reputation or situations that are contrary to legal regulations,

- Arise of problems that may come to stop the production or sale for the customers,
- Receiving negative feedbacks which are repeating (2 times or more in the same month) with the same root cause and coming from the same key account customer.

#### **NORMAL PRIORITY NEGATIVE FEEDBACKS:**

- Lack of the documents, Submission of the documents to the customer in late,
- The problems that cause disruption of customer's operations,
- Problems like damage, loss etc. at customer's goods,
- Problems related with the data flow at every stage of the operation,
- Issues related to the behavior of Yilport employees,
- Delay of reports and invoices.

#### **LOW PRIORITY NEGATIVE FEEDBACKS:**

- Consist of some demands which are not consistent with the provisions of the agreement between the parties,
- Fall outside the activity field of company,
- Issues related to the appearance of YILPORT Holding employees
- Issues which are not related with YILPORT Holding.

The customer representative and customer relations development expert make root cause analysis, and the management systems expert follows the efficiencies of the root cause analysis. The solution method and the action plan which shall be submitted to the customer are determined by sharing these analyses with all related departments. The handling of all possible solution ways shall be assured during the planning stage.

The determined solutions and the action plan are shared with the customer for approval. The analysis and assessment process shall be repeated for the solutions which are not approved by the customer and new solutions shall be developed.

The solutions proposed in relation to feedbacks are notified to the customers within the periods specified below:

- ...2... business day for **high-priority** negative feedbacks
- ...5... business day for **normal-priority** negative feedbacks
- ...7... business day for **low-priority** negative feedbacks

If the solution-related methods are approved by the customers, the related applications are implemented and the feedbacks are closed. Confirmation calls are made for each feedback closed as such.

For the feedbacks whose analyses and assessments cannot be completed during this period, it is required to contact with the customer and inform the customer and give a new date.

If the customers do not accept the solution-related methods and there are no alternative solutions available, the feedbacks are kept open. If the related customer does not take legal action in 1 year, the feedbacks are closed as positive.

### **EXAMINATION AND IMPROVEMENT OF FEEDBACK PROCESS**

There is an evaluation and analysis process conducted for the feedbacks received and recorded by Yilport Holding. During this evaluation and analysis, each feedback and solution process are examined and if required, corrective actions are planned.

The level of customers' satisfaction related with Yilport Holding Customer Feedback Process is determined via the Customer Satisfaction Surveys conducted by the related departments.

Any charges related to the actions taken by Yilport Holding are demanded during Customer Feedback Process. Without our customers' permissions none of their information is shared with third parties.

### **REPORTING**

Customer Relations Responsibilities follows up the requests which are received during the month. In the Management Review meetings, all data related to the feedback process are reviewed by Yilport Holding Top Management and continuous improvement opportunities are evaluated.