

GUIDE OF CUSTOMER FEEDBACK MANAGEMENT ISO 10002

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Adopting the “Customer Focus” concept as the center of its values, Yilport Holding prioritizes customer satisfaction in all of its activities. The activities conducted for providing better and more reliable services were accelerated and it was decided to add ISO 10002 Customer Satisfaction Standard to the management system standards owned and maintained by the corporation.

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.

OUR VISION

- “**Privilege Becomes Standard**“ for All Customers
- Creating a safe, damage free work environment
- Employing state-of-the-art equipment and technology to generate sustainable productivity and long-term profitability

OUR MISSION

- To be the first Turkish global terminal operator in the maritime industry
- To be within the top 10 global port operators by 2025
- To generate long-term sustainable growth and profitability

OUR VALUES

- People, Process, Technology

OUR CUSTOMER FEEDBACK POLICY

Yilport Holding establishes effective communication channels in order to understand and quickly respond to its customers' requirements. It undertakes to respond and conclude all positive or negative notifications received by it in accordance with the laws, international transportation rules and the corporate procedures and to implement and continuously improve the customers complaints handling process together with its personnel aware of customer oriented approach.

DELIVERING FEEDBACKS

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

- 0262 679 76 00 **phone** number
- 0262 679 76 38 **fax** number
- cr@yilport.com **e-mail** adress

▪ '**Customer Feedback Form**' under Contact Us at www.yilport.com **website** and the **button** situated in the signature part of the e-mails coming from the employees of Yilport as below.



- **Face-to-face meetings** held during the visits
- **Customer Satisfaction Surveys** conducted by the related departments

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 work day and the registration information is shared with our customers by automatic e-mail.

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** : This is the prioritization status that shows the high importance level.

- The high prioritization shall be applied in case of the following situations which are coming both from key account and standard customers;
- Feedbacks of high risk situations related with loss of life or safety and health of work,
- Damage of environment security,
- Material damage in large extent,
- Arise of situations like illegal application that may damage the institutional reputation or
- Arise of problems that may come to stop the production or sale for the customers and
- 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**: This is the prioritization status that shall be used for the services and process applications which shall be required to be improved but not affecting the customer processes directly.

- Lack of the documents,
- Submission of the documents to the customer in late,
- Delay of reports and invoices,
- Communication problems,
- 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.

These are the examples for the feedback issues that should be evaluated in normal priority level.

- **Low Priority**: The feedbacks which are evaluated as

- Inconsistent with the legal legislation,
- Fall outside the activity field of company,
- Consist of some demands which are not consistent with the provisions of the agreement between the parties and
- The feedbacks in which Yilport Holding has no fault according to the realized assessments shall be accepted as unfair critics and shall be determined as low priority feedbacks.

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

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 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.

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 negative.

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.

The trained employees working under the structure of Yilport Holding periodically audit the functioning of the feedback process and the corrective and preventive actions required in relation to any issues determined are taken immediately.

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.