

CUSTOMER EXPERIENCE POLICY

Customers are the last party to evaluate our product and service quality. The most important determinant in strategic positioning of our company is customers' demands and expectations.

In order to ensure and maintain an extraordinary customer experience:

- All processes and activities should be designed and implemented to meet the demands and expectations of customers
- Long term and permanent business relationship is built and maintained with our customers to add value to their brands,
- The open communication is established with them in order to express our expectations and our services are provided in a friendly and sincere environment.
- Customers' information is kept confidential,
- The development of contact points are supported to make the customer happy.
- Customer complaints are handled with care, the root causes are investigated and the necessary measures are taken to prevent them from happening again,
- Customer satisfaction is measured periodically and their satisfaction is increased with our continuous improvement approach
- The periodical customer visits are conducted to understand their needs and expectations.

All of these were planned in accordance with Aromsa strategic goals and in a way to maintain profitability of the company.