

CUSTOMER RELATIONS 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. Therefore, our utmost effort must be on focusing customer requirements, and identifying, correctly analysing, and meeting - even exceeding- their expectations.

All processes and activities should be designed and implemented to meet the demands and expectations of customers in order to achieve customer satisfaction and loyalty.

As a part of Aromsa's total quality approach, internal and external customer satisfaction and customer loyalty are important for us; we have the necessary infrastructure and organization to achieve this. We follow up on the demands and complaints of our customers and establish open communication with them in order to express our expectations and to provide our services in a friendly and sincere environment.

We strive to solve their problems on time, at their critical periods to exceed their expectations and to investigate and understand customers' needs.

As their reliable consultant we share our opinions and ideas to help them making long term decisions. We take part in our customers' decisions. All of these were planned in accordance with Aromsa strategic goals and in a way to maintain profitability of the company.

In order to ensure and maintain customer satisfaction:

- We build and maintain long term and permanent business relationship with our customers and add value to their brands,
- We keep customers' information confidential,
- We handle customer complaints with care, investigate root causes and take necessary measures to prevent them from happening again,
- We periodically measure customer satisfaction and increase their satisfaction with our continuous improvement approach,

We conduct periodical customer visits to understand their needs and expectations.