



GUIDELINES OF CUSTOMER SATISFACTION AND  
COMPLAINT MANAGEMENT PROCEDURE AND  
IMPLEMENTATION

## İÇİNDEKİLER

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## 1 OBJECTIVE, SCOPE, TARGET and DEFINITIONS

### 1.1 Objective and Scope

With the present guidelines, we aim at organizing and conducting the customer satisfaction process in a consistent, systematic, customer-oriented and sensitive way to provide service to the customers beyond their expectations and informing our customers about our company policies we apply for related feedback.

The present guidelines cover phases of receipt, examination, evaluation and completion of the customer notices and satisfaction measuring as well as the priorities we provide to our customers.

SILVERLINE considers the feedback on its products and services not as complaints, but as means of improvement and development tool forwarded to work on, correct and take measure about them. All complaints, whether justifiable or not, given by our customers are considered as complaints, and each complaint is an opportunity for us to remove any deficiency in the products or services we provide. To be sensitive and fair about feedbacks, focus on the solution by taking advantage of all in-house facilities and provide the processes easy to implement and accessible at all stages are adopted by all employees of SILVERLINE as a concept and understanding.

### 1.2 Target

It is to improve customer satisfaction, determine ways of improvement and development in the business process and take necessary actions accordingly, determine the perceived service quality as a result of business process and reinforce customer loyalty as a result.

### 1.3 Definitions and Abbreviations

**1.3.1 Customer:** means the persons giving decision on purchase/use of SILVERLINE products or services.

**1.3.2 Customer Complaint:** means all kinds of expression of dissatisfaction, notified verbally or in writing, arising from any deficiency in the promises and commitments we make concerning our products and services and inferiority in the perceived service quality and performance of us, irrespective of their being verified by SILVERLINE for which an open or implied response/solution is expected.

**1.3.3 Customer's Recommendation:** means notices received by SILVERLINE from the customers for improvement of product or service quality.

**1.3.4 Acknowledgement Notice:** means satisfaction notices forwarded by the customers to SILVERLINE customers with respect products or services.

**1.3.5 Call Activity Form:** means a form completed to follow up each complaint received by the representatives of customer services where a special code is assigned to each customer.

**1.3.6 Foreign resources:** means off-company authorities to which the customer is directed in case the solution system cannot be fully satisfied and no agreement can be reached with the customer although all reasonable solution methods have been tried.

**1.3.7 Solution System:** means the computer system which is used from recording of the feedbacks through the final decision in order to conduct all steps and activities in a proper and fast way.

**1.3.8 Goodwill Expense:** means solution process of the customer complaint by providing fee or alternative compensation methods to convert any requests and complaints of the customer to satisfaction.

**1.3.9 ASS:** is abbreviation of "After-Sale Services" which is responsible for SILVERLINE customer services.

**1.3.10 CSR:** is abbreviation of Customer Services Representative.

## **2 FEEDBACK MANAGEMENT PROCESS (IMPLEMENTATION)**

### **2.1 Communication and Acceptance of Feedbacks**

The following ways may be used to have access to SILVERLINE customer services. The feedbacks are classified under 7 main headings, namely, satisfaction, complaint, information, request, criticism, recommendation and application. When giving any feedback, the customers should take into consideration the following points:

- Complainant details (full name/organization and contact info and attorney, etc.)
- Subject matter of the complaint;
- Description of the complaint;
- Any correction requested?
- Your expectation for satisfaction
- Would you like to receive SMS info about progress of the solution process?

**2.1.1 Fixed Service Hotline:** All notices are verbally forwarded by calling at the telephone number 444 47 58. Notices are recorded by CSR and solution process is started. Service hotline provides service 09.00 through 18.00 on week days and 09.00 through 13.00 on Saturdays.

**2.1.2 Web Page: For Your Complaint Notices:** Select the section "after sale services" on [www.silverline.com.tr](http://www.silverline.com.tr) address and complete the form on the tab "I have a complaint" on the page that appears to make complaint in writing. **For Your Other Notices:** Select the section "communication" on [www.silverline.com.tr](http://www.silverline.com.tr) and complete the "communication form" to give written notice. All notices made by using these ways are automatically forwarded to SRS and recorded and solution process is started.

**2.1.3 Fax:** Written feedbacks may be sent at the fax number 212 481 40 08 of our head office. These notices are forwarded to CRS, recorded in the solution system and process is started.

**2.1.4 Mail:** Written notices may be sent to the following address through channels such as mailing and cargo. The notices shall be recorded by CSR and solution process is started. Our mailing address: SILVERLINE Ev Gereçleri Satış ve Pazarlama A.Ş. Yılanlı Ayazma Yolu Yeşil Plaza no:15 kat:10 Cevizlibağ Topkapı/Istanbul

**2.1.5 Complaint websites:** Written complaints made via the complaint websites (sikayetvar.com, etc.) of which we are a member are forwarded by the website executives to our customer representatives. CRS records the notice and thus the solution process is started. Any notices not forwarded to us are for our responsibility (the customer should indicate the contact info).

**2.1.6 Complaints Made Through the Employees of the Firm:** After receipt of the verbal (phone conversation, vis-à-vis negotiations) and written (mail, fax, e-mail, etc.) notices of customer complaints, our employees should forward them to CSR by e-mail, phone or vis-à-vis negotiation. The matters that require attention with respect to the records of complaint notices received by this method are shown in **2.1**.

### **2.2 Receipt of Complaints**

When the complaint notices are received by the representatives of the customer services, they are recorded in the solution system by assignment of a unique code to the customer. When ancillary information is required to deal with the complaints effectively, the representatives of the customer services or ASS officer call the customer and take additional information and thus the solution process is started. Other incoming feedbacks other than complaints are dealt with in the following way.

**2.2.1 Satisfaction:** Satisfaction notices received by us from our customers are communicated throughout the company and an acknowledgement message is sent to the customer.

**2.2.2 Info:** Information requested by us is obtained from the respective department in the company as soon as possible and forwarded to the customer. Information which are not available in our company or are confidential may not be shared.

**2.2.3 Request:** With respect to requests received from the customers about our products and services, the customer is directed to the authorized dealer or authorized service center.

**2.2.4 Criticism:** SILVERLINE is open to any criticism from the customers. Notices to this effect are forwarded to the respective department. Any description to be made, if any, in response to the criticism is communicated to our customer.

**2.2.5 Recommendation:** Recommendation notices received from our customers are forwarded to the respective departments. These recommendations are analyzed and completed in the meeting of the department.

**2.2.6 Application:** Application notices received from by our company are forwarded to the respective departments. Application results are communicated to the customer.

### **2.3 Notice of Receipt of the Complaint and Monitoring Status of the Feedback**

When feedbacks are received by our solution center, the customers are promptly notified by e-mail, SMS or phone to the effect that their notices have been received and the solution process started.

Complaint is monitored throughout the process, from the first acceptance through a final decision. Customer is notified about the progress at request or in such frequency we determine. Feedback monitoring status are as follows:

**2.3.1 Complaint Received:** It is the status applicable when the customer complaint is recorded by CSR in the solution system.

**2.3.2 No Agreement Reached (1.) :** If no satisfaction has been reached after the first solution advice made with respect to the customer's feedback, the status is market as "No 1<sup>st</sup> Agreement Reached".

**2.3.3 BS Directed:** It is the status indicating that the complaint has been forwarded to the officer of the respective unit. In this status, the officer of the respective unit starts to deal with the complaint. If required, negotiations are made with the customer or third parties about the matter that has resulted in the complaint.

**2.3.4 BS Direction Closed:** It is the status indicating that solution advice has been generated about the complaint by the officer of the respective department. Solution advice generated at this stage is immediately communicated to the customer.

**2.3.5 No Agreement Reached (2.) :** If no satisfaction has been achieved after the solution provided by the officer of the unit about the customer feedback, the status is marked as "No 2<sup>nd</sup> Agreement Reached".

**2.3.6 YN Directed:** When the matter could not be resolved in the 2<sup>nd</sup> stage or no agreement has been reached with the customer, the solution process is started again and the complaint is notified to the upper executives of the company.

**2.3.7 YN Direction Closed:** It is the status indicating that a decision has been taken on basis of the complaint duly considered by the upper management and previous solution advices. Result of the decision is promptly notified to the customer.

**2.3.8 Directed to Foreign Resources:** If no agreement is reached with the customer after all reasonable efforts have been made to resolve the complaint, this status is assigned to the customer. In such case, the customer is directed to the foreign resources.

**2.3.9 DK closed:** If no movement is seen with respect to the complaints monitored for one year in the status of "directed to the foreign resources", this status is attained.

**2.3.10 DK implemented:** If the customer request is accepted as a result of the foreign resources, the status is given and implementation is started to take necessary actions.

**2.3.11 In Implementation:** It is the stage where the solution method, if required, is implemented. At this stage, CRS follows up the implementation and procures completion of them. Implementation means intervention with the product at site or workshop by means of the authorized service method.

**2.3.12 Implementation Completed:** Notice is brought to this status when it is confirmed that the solution method has been complied and process has completed. This status also signifies the status "MSY at satisfaction approval" for the applied solution methods. This status also indicates that CSR is required to conduct survey to measure whether the customer has remained satisfied about our complaint management process.

**2.3.13 MSY at Satisfaction Approval:** It is the status used for completed solution method which does not require implementation. This status indicates that CSR is required to conduct survey to measure whether the customer has remained satisfied about our complaint management process.

**2.3.14 Satisfaction achieved:** It is the status used for the customers that are called by CSR and satisfied of our complaint management process.

**2.3.15 Satisfaction not achieved:** It is the status used for the customer that are called by CSR and not satisfied our complaint management process.

## 2.4 Classification of the Complaint

Priority of the complaints is ordered in the following way.

**2.4.1 Urgent/High Priority Complaint:** It is the priority status indicating very high significant degree. Complaints of highly comprehensive major damage with casualty or high risk status concerning physical/psychological health, giving damage to the environment as well as complaints of frequently repetitive failures are considered as urgent complaint. The complaints in this scope are dealt with in priority and the solution method is determined within 24 hours.

**2.4.2 Complaint of Normal Complaint:** They are notices which require improvement or intervention other than the conditions falling in the class above. With respect to the complaints falling in this class, the solution method is determined within 48 hours.

- Complaints about service station (complaints about non-observance of appointment, deficient or wrong information, dissatisfaction about behaviors of the service technicians and non-fulfillment of other technical service agreements, etc.)
- Complaints adversely affecting use of the product;
- Complaints about problems arising from the product and quality;
- Complaints about the company's employees,
- Minor material damages.

**2.4.3 Complaint of Low Priority:** They are complaints that do not affect the customer process directly and require improvement and development in the general matters. Disagreement about invoice and complaints about product and service price, etc. are considered in this status. For complaints falling in this class, the solution method is determined within 72 hours.

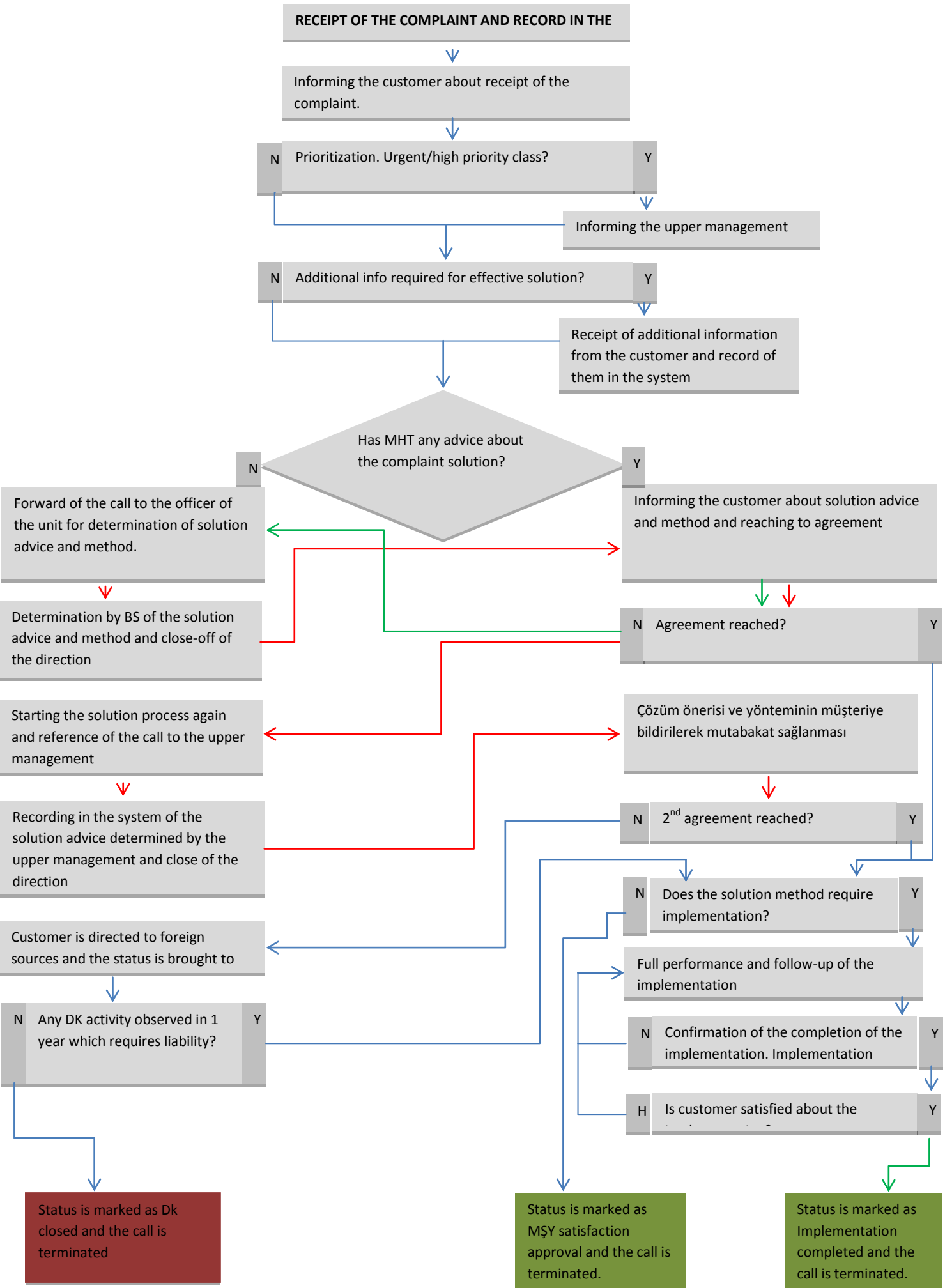
### **3 SOLUTION PROCESS**

- 3.1** Urgent, normal and low priority classification for SILVERLINE Customer complaint units is made according to the criteria described in the paragraph 2.4 of the present guidelines. Maximum time is 72 hours for determination of solution method and communication of our customer about this method.
- 3.2** Solution process for the feedbacks recorded in the solution system starts immediately. Complaints with "Urgent/High" priority are also notified to the Executives. CSR may also make another orientation to avoid of any problem in the process. The repetitive complaints received from the same customer and complaints implying same problems are also considered as high priority.
- 3.3** Information to the effect that the complaint has been recorded in the solution system is forwarded to the customer within 5 hours (within the working hours) following receipt of the complaint. Notice is made by e-mail in case of receipt of the complaint in writing via SILVERLINE website; by phone in case of receipt by phone at the complaint service hotline and by SMS in case of its receipt by other means. Incoming complaints outside the working hours are received on the following business day.
- 3.4** In some cases, the complaint may have already been resolved when it is received. In such type of complaints, the Call Activity Form is completed and recorded with description of the solution of the complaint and root cause and the consent of the customer is secured about the way of solution and then the status is brought to "In implementation" if it requires implementation and to "MSY Satisfaction Approval" if it does not require implementation.
- 3.5** If the complaint is such that it could not be resolved by the customer services representative, the matter is directly referred to the officer of the respective unit and the status is brought to "BS Directed". If solution advice has been provided to the customer without any direction made by CSR, but the customer has not been satisfied about the solution advice, the status is brought to "1<sup>st</sup> Agreement Not Reached" and then a new call activity form is opened subsequently and it is brought to "BS Directed" together with the solution advice provided previously.
- 3.6** The officer of the unit examines researches and, if required, obtained detailed information about in the status of "BS Directed" including the root causes of the complaint.
- 3.7** After such examination and research, the officer of the unit brings the complaint for which he/she determines solution advice to the status "BS Direction closed" and the solution advice is sent to CSR by automatic info e-mail.
- 3.8** CSR forwards the solution result to the customer by phone and, after obtaining the consent of the customer, the status is brought to "MSY Satisfaction Approval" and completed in case it situation does not require implementation. And if it requires implementation, the status is brought to "In Implementation" and followed up.
- 3.9** CSR gets information about the result of the implementation from both the officer conducting such implementation and from the customer by calling the latter and confirms that the implementation has completed. If the customer has been satisfied about the implementation, the status is brought to "Implementation Closed". If the customer is not satisfied about the implementation or requests another implementation method, CSR opens a new call activity form and starts the implementation again and monitors it and brings the status to "Implementation closed".
- 3.10** If no agreement is reached with the customer about the solution advice of the officer of the unit, CSR open a new call activity, starts the solution process again and informs the Upper management about the situation together with its previous stages and the status is brought to "YN directed".

- 3.11** For the complaints that have been directed to the upper management, information is given by SMS to the customer stating "our solution process was started about your notice and referred to the upper management. We shall give you answer within 48 hours".
- 3.12** Complaints automatically referred to the executives are completed within 48 hours and the way of solution is recorded in the solution system and the status is brought to "YN Direction Closed". The upper management of the company may make goodwill expense during this solution stage.
- 3.13** CSR informs the customer about the solution result by phone and, upon consent of the customer, the status is brought to "MŞY satisfaction approval".
- 3.14** If the customer informs that he/she has not been satisfied about the solution method in this stage as well, it is referred to the foreign resources and the status is selected as "Directed to Foreign Resources".
- 3.15** If the customer's request is accepted as a result of transactions performed by the foreign resources, CSR opens a new call activity and brings the status to "Implementation DK" and procures that the necessary implementations and actions are performed.
- 3.16** CSR gets information about the result of the implementation both from the officer to implement it and from the customer by phone and confirms that the implementation has completed. If the customer has been satisfied about the implementation, the status is brought to "DK Implementation Closed". And if the customer has not been satisfied about the implementation or requests another method of implementation, CSR opens a new call activity form and starts the implementation again and monitors it and brings the status to the "Implementation closed".
- 3.17** Notices directed to the foreign resources are kept in the status "Directed to Foreign Resources" for one year and if no movement is observed in the call at the expiry of one year, the status is set to "DK closed" under control of CSR.
- 3.18** CSR periodically calls the customers with the status "Implementation closed" and "MŞY satisfaction approval" to measure satisfaction of the customers about our Complaint Management Process. The customers that express their satisfaction as a result of the measuring attain the status "Satisfaction achieved"! an the dissatisfied customers attain the status "No satisfaction achieved"
- 3.19** Notices received by the customer services are kept in the computers of the company. Only after sale services department and the personnel taking office in the after-sale services department and customer support committee may have access to the files and records related to the complaints.
- 3.20** If solution for types of complaints in all categories would not realized within the specified target durations and if it is required to work with the solution partner, CSR informs the customer about the process by phone
- 3.21** In the process of solution, all company info, correspondence, phone conversations, service forms and previous similar complaints and solutions, if any, about the complaint are researched.
- 3.22** In all situations, the customer complaint is followed up until all reasonable solution methods are consumed or customer satisfaction is achieved.
- 3.23** Categories are generated to convert any complaints to opportunity of improvement and the root causes are analyzed. The most frequently complained matters are determined and the customer support committee may request improvement from the respective departments or provide advices for research project.
- 3.24** If corrective/preventive action is required for removal of and prevention of the repetition of the complaint, an action plan is determined by the manager of the department with which the complaint is related. Responsibility for implementation of the action is for the department manager.



#### 4 FLOW CHART OF COMPLAINT SOLUTION PROCESS



## 5 TASKS and RESPONSIBILITIES

- 5.1 Personnel:** All personnel is responsible to be acquainted with operation and policy of the complaint management process. The employees are liable to meet the customer complaints positively and without prejudice, record the complaint according to the procedure and inform CSR unit about it.
- 5.2 Customer Services Representative:** With respect to the complaints notified to him/her by the personnel , directly by the customer, via website or any other communication channels of the company, the customer services representatives have the functions to record them in the solution system, inform ASS officer about them, given information to the customers that the complaint has been received at the start of the process and, if he/she deems necessary, calls the customer to inform about intermediate process and record all negotiation notes, generate necessary reminders for compliance of the respective department with the solution duration in the solution process and follow up the same, measure the satisfaction level of the customer, conduct surveys and report on customer satisfaction
- 5.3 ASS officer:** The functions of ASS officer are to classify the notices received from the customer services representatives and make studies on solution thereof; negotiate with the customer or 3<sup>rd</sup> parties, if required; record the solution advices in the solution system; conduct the solution process together with CSR if the customer has not been satisfied about the solution advices and give information/orientation in writing and verbally to the upper management about the complaint.
- 5.4 Management Representative:** Functions of the management representative are to monitor and evaluate performance of the system; provide the company's upper management with the complaint analyses together with improvement advices; procure recruitment and training of appropriate personnel; determine technological conditions and documentation and target time limits; procure maintenance of the system as a whole; continue review of the process for efficient and effective operation; perform internal audit and procure that the results are discussed in the review meeting of the management; follow up whether the decisions taken are implemented or not; provide quality of customer complaint system and take necessary measures to improve it.
- 5.5 Customer Support Committee:** It is responsibility of the committee to consider the complaints when there is disagreement between the customer who complains about the solution provided and the executive of the department with which the complaint is related; evaluate operation and performance of the complaint management system in the meetings of the committee; hold meetings for consideration and analysis of the complaints; inform the process owners about the decisions taken; determine performance targets of the system; give necessary support for recording the complaints and inclusion of them in the system; give information to the newly hired personnel about the complaint management and evaluate internal audit results planned by the management representative. The committee is consisted of the Management's representative and officers of the respective department.
- 5.6 Upper Management:** Its function is to determine the management's representative for maintenance of the complaint management system and announce it throughout the company and give necessary duties and responsibilities; make sure that the complaint management process and objectives have been established in the organization; make sure that the complaint management process has been planned in compliance with the policy of the organization; define and allot the management resources required for efficient and appropriate complaint management process; make sure that the information about the complaint process is forwarded to the customer, complainant and other respective units easily and in an accessible way; make appointment with the complaint management representative; define his/her responsibilities and authorities clearly; make sure there is a process in place for reference of each significant complaint to the upper management in a fast and effective way; and review periodically to make sure that the management process is maintained and constantly developed.

## **6 ANALYSES AND EVALUATION OF THE COMPLAINTS:**

Data from application of the solution system used for the complaint management, complaints systematically repeating and individual complaints are analyzed to define the trends and eliminate the causes underlying the complaints. For analyses, the customer support committee meets one in 3 months. As a result of the data analyses, efforts are made to generate solutions to prevent occurrence of the critical customer complaints again and corrective action may be opened in this respect according to the corrective and preventive actions procedure (DOF.00.001). In this meetings, the main agenda is to conduct data analyses about the customer complaints in a number of classes such as complaint classes, types of errors, types of products and types of services. Decisions taken at the end of the meeting are shared with the respective owners of the process.

### **6.1 Satisfaction in the Complaint Management Process**

In order to determine satisfaction level of the customers who provide feedback in connection with the complaint management process, surveys are regularly conducted to measure customer satisfaction. Performance of the complaint management process is measured with the predefined criteria (PP.00.001).

## **7 REVIEW MEETINGS OF THE MANAGEMENT:**

Upper management holds meeting at least one time a year with attendance of the unit executives and management representative to review the procedure of dealing with the complaints. The objectives of the review meeting of the management are to:

- Procure appropriateness, efficiency, effectiveness and productivity of the process;
- Define and deal with examples of noncompliance in terms of health, security, environment, legislation and other regulatory requirements;
- Define and correct any deficiency of product;
- Define and correct any deficiency of process;
- Evaluate the process to deal with the improvement opportunities and complaint and replacement requirements for the products offered; and
- Consider any potential changes with respect to the complaints handling policy and targets.

### **Input of the management review contains the following information:**

- Internal factors such as changes in the policy, targets, organizational structure, accessibility of the resources and products offered or supplied;
- External factors such as changes in the legislation, competition implementation or technological innovations;
- General performance of the process to deal with the complaints including study on customer satisfaction and results of constant monitoring of process;
- Results of audits;
- Status of the corrective and preventive actions;
- Follow-up of the actions arising from the previous management review;
- Recommendations for improvement.

### **Output of the management review contains the following information:**

- Decisions and actions about improvement of the efficiency and effectiveness of the process for dealing with the complaints;
- Recommendations about product improvement;
- Decisions and actions related to the specified requirements of resource (such as training programs, etc.)

Decisions taken in the meeting is recorded in the meeting minutes form (YT.00.002) according to the management review procedure (YT.00.001) and sent to the respective units.

The minutes also state the units responsible for execution of the actions thus resolved and approximate duration of the actions.

In the meeting, decisions are taken on improvement of the efficiency of the complaint management system and process pertaining to the system; improvement of service related to the customer requirements and need of resources. The executives of the unit shall be responsible for implementation of the decisions taken in the management review meetings and the management representative shall be responsible for monitoring.

Records of the management review actions are kept and the decisions taken constitute data for the corrective/preventive actions and used to identify opportunities for improvement.

## **8 Constant Improvement**

SILVERLINE aims at improving efficiency and effectiveness of the process for dealing with the complaints by means of actions it performs. It performs adoption of the corrective/preventive actions, study of innovations and comparison methods and prevention of the repetition of the problems that have led to complaints and prevent occurrence of possible problems.

- It researches and implements the best practices to deal with the complaints;
- It procures that a customer-oriented is adopted throughout the organization;
- It encourages innovations in the developments for dealing with the complaints; and
- It acknowledges any exemplary behaviors in dealing with the complaints.

## **9 Confidentiality Policy**

SILVERLINE discloses personal information of the persons and organizations with whom it has relationship only to the authorized services inside and outside the company in case of any legal and regulatory requirements and, if required, the process of dealing with the complaint. It does not disclose such information with any 3<sup>rd</sup> parties in any other situations. SILVERLINE commits itself to keep secret all information obtained during various activities of all personnel employed by SILVERLINE.

## **10 Consumer Rights and Customer Authorizations:**

SILVERLINE customers are always entitled to get information about status of their complaints. The customers may have access to the consumer rights through CSR or via company's website. SILVERLINE undertakes that it applies the solution recommendations offered by the customer in a manner as required by the consumer rights and laws and aims at providing its customers with opportunities beyond their expectations in any situations that may be useful for them.

In case our customers are finally dissatisfied despite of the Guidelines of Customer Satisfaction and Complaint Management Procedure and Implementation, the solution opportunities outside our company are at disposal of our customers.

ISSUED BY: Assistant Manager, ASS

APPROVED BY: General Manager

We kindly present it to your information,

SILVERLINE A.Ş.