

Relationship Management and Customer Responsibility

The company has both proactive and reactive relationship management with various customer groups, as per our Marketing Business Group Strategy on Customer Focused and Customer Centric. It means responding to the needs of customers whether End Users, Service Station Dealers, Service Station Dealers operated by Cooperative (CO-OP) as well as Industrial Group Customers to develop a strong sense of loyalty between the company and the customers. The aim is to be the Most Admired Brand to enhance customer experience through product quality, service stations and service operations while increasing work process efficiency.



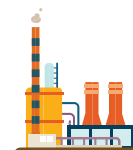
End User



Dealer



COOP



Industrial Group

Long-term Goals 2020-2024

The company aims to be the First brand of choice (The Most Admired Brand) by year 2024 as a way of thanking our customers for their loyalty. Our Customer Feedback Process brings input of customer expectations, which will be used for our planning of innovation as well as technology for products and servicing at service stations, complying with a concept of social and environmental friendly. To gain more market insights on the "Evolving Greenovative Experience", the company has used the international standard survey called Net Promoter Score (NPS). It is an index of measuring engagement through word of mouth and Customer Satisfaction. The company will use the information, needs and expectations of consumers for determining the strategy continuously.

Performance in 2019

Development of two-way communication mechanism between customers and the company	Development of systems and technology to support relationship	Relationship management to maintain current customers and obtain new ones
<p>The Consumers</p> <ul style="list-style-type: none"> Continuously develop for 3rd year on customer contact channels both by phone and other online media : <ul style="list-style-type: none"> Call Center 1651 Facebook Website Email Line Official Line@ Live Chat Bangchak Mobile Application Net Listening Software, a system to search for information when customers mention the name of the organization through social media 	<p>The Consumers</p> <ul style="list-style-type: none"> Develop a system to be able to support a new group of customers who have made CRM to get special privileges from refueling at Bangchak service stations. Installed the Point of Sale Automation system of the service station. To be able to register the membership card at the service station Continued for the 2nd year. Develop "Your Tree" system in Mobile Application which calculate for individual customer when he/she refueling at Bangchak service stations, how much one can reduce carbon dioxide CO₂ emission and equivalent to how many trees being planted . 	<p>The Consumers</p> <ul style="list-style-type: none"> New Bangchak Card members receive extra points by registering for Green Miles membership card. Current members can also avail of extra points once he/she updating one's database. Bangchak Card members can donate points to charities each year. Donation can also be made through Bangchak Mobile Application. Campaign "How much it is up, you get it back" Bangchak will give more points for cardholders who refuel on the first day of the oil price increases. The difference in the fuel price will be refunded to members in the form of reward points or points in the membership card.

Development of two-way communication mechanism between customers and the company	Development of systems and technology to support relationship	Relationship management to maintain current customers and obtain new ones
<p>Service Station Operators and Inthanin Coffee Shop Operators</p> <ul style="list-style-type: none"> Fuel Ordering Channels to allow dealers to be able to place fuel order through the 24-hour Call Center. Orders can also be made via Web Ordering and Mobile Application Automatic sound recording system and the database of all orders being made. Enhanced the capability of Customer Call Center to be able to receive orders for raw materials used in Inthanin Coffee Shop. Created a Line Group for operators for two-way communication with customers. <p>3. Feedback Mechanism</p> <ul style="list-style-type: none"> Developed Mobile Survey system to get immediate feedback from Bangchak cardholders after availing of oil or non-oil services, making it possible to know the level of customer experience. Assess customers' satisfaction and develop reports which include complaints, inquiries, compliments, promotional and advertising information, as well as suggestions. The report is distributed to all relevant functions to improve service quality. Conduct Annual Market Research Conduct Focus Groups to find out customers' needs and satisfaction levels Document cases where customers provide positive feedbacks and award workers who provided good services, creating morale and encouragement. Conducting an Online Satisfaction Survey on satisfaction level and expectations of industrial customers Random surveys via TT mobile phones that are randomized for Operators and Industrial Customers who made orders, in order to assess satisfaction after using the service. 	<ul style="list-style-type: none"> Develop Chat Bot system to support consumer inquiries via mobile application Analyze customer data on customers' behavior and amount of fuel filling, and do segmentation for a better planning on customer needs& response. Develop Push Notification system to create Personalized Marketing and offer benefits that fit to different customers. <p>Service Station Operators and Inthanin Coffee Shop Operators</p> <ul style="list-style-type: none"> Added an Order Placing System to receive orders for raw materials used at Inthanin Coffee Shops Develop CRM systems by phone to collect data of incoming calls, allowing employees to immediately know which customers contacted. <p>Industrial Customers</p> <ul style="list-style-type: none"> Develop Prepaid Card System for small-sized Industrial Customers, facilitating fuel cost control and no limit requirement similar to Fleet Card system. Develop Fuel Usage Reporting System for customers' cost monitoring. 	<ul style="list-style-type: none"> Membership points can be exchanged into various food and beverage products of Bangchak Groups and partners through Bangchak Mobile Application. This includes products for the elderly. Promotional products on festivals such as giving away plants on Father's Day, giving away Community Products to help farmers, Sweepstakes coupons, promo coupons, Inthanin discount coupons and Lubricants Promotion. Give special privileges to card members like travel insurance, 24 hour roadside assistance, free vehicle inspection depending on seasonal holidays. This has been running for 3 years. Playing games via Facebook and Line Official Any damages incurred from the services are rightfully compensated. Encourage cardholders to join environmental campaigns. <p>Provision of Additional Benefits</p> <ul style="list-style-type: none"> Expand customer base by giving discounts to cardholders of SCG, AIS Serenade, The1Card when refilling fuel at Bangchak gas stations. Initiate projects to help reduce the use of plastic bags like giving away eco-bags at our SPAR convenient shops and Inthanin Coffee shops. Birthday privileges for Bangchak cardholders like extra 50 points to redeem for special discounts in any of our outlets (Inthanin, SPAR, Wash Pro and Green Wash Car Service Centers (choose one)) <p>Service Station Operator Group / COOP Service Stations</p> <ul style="list-style-type: none"> Enhance business management capability for dealers through our Triple M management course. Develop the Professional Franchise Scheme System for more efficient service station management. Provide personnel development to improve their knowledge on products, servicing, promotion& communications, for correct information conveying to customers. Develop the CO-OP Turn Pro Program for CO-OP service stations that have potential and readiness, having full functions and value added services. <p>Industrial Customers</p> <ul style="list-style-type: none"> Provide knowledge in various areas such as products / emergency plan training / after sales service / equipment support / Schedule Machine maintenance.

It has been 3 years that the company has developed a Mobile Application system to support the customer service process and it has gained more and more interest from our customers. This online channel has been used to redeem points for movie tickets, food and beverages as well as products from various store partners. The customers can use their points for charity donation via this application. Mobile Application will calculate for individual customer when he/she refueling at Bangchak service stations, how much one can reduce carbon dioxide CO₂ emission and equivalent to how many trees being planted.

The company has projects to continuously develop and improve servicing through Mobile Application:

1. To assess satisfaction level of customers who use services at Service Stations and Inthanin Coffee Shops.
2. To use “chatBots” for immediate respond and suggestions/answers giving to customer inquiries.

Bangchak has a Policy on Environmental Conservation using campaigns such as:

1. Campaign to reduce the use of plastic bags by giving away cloth bags when buying products at SPAR stores or Inthanin.



2. Campaign of recycle used PET Bottle to be textile fibers for hats, etc. Customers has brought used PET plastic bottles, which had been recycled as textile fiber for hats. Bangchak then delivered hats to government officers and Bangkok Metropolitan Authority’s road cleaning staffs.

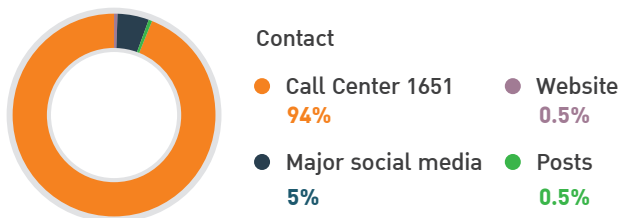


3. Campaign on Father’s Day. Giving plants to customers who come to refuel at the service stations on Father’s Day and giving away of seeds to customers who buy Inthanin drinks.

Bangchak continues to develop the servicing process and innovation from the Voice of Customer Committee (VOCC) and determine it as an effective Work Success Indicator to response customer satisfaction.

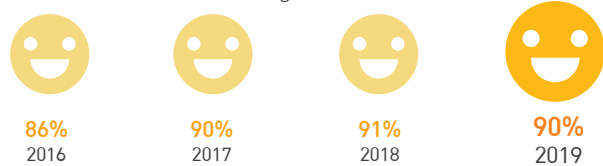
In the year 2019, the Call Center received an award for individual category: Admin Support by TCCTA (Thai Contact Center Trade Association). The Redemptorist Foundation for People with Disabilities (Phra Mahadhai) gave a plaque to honor the act in providing employment to disable person.

Receiving complaints and suggestions



Results

Satisfaction with response to complaint and suggestion (target 90%)

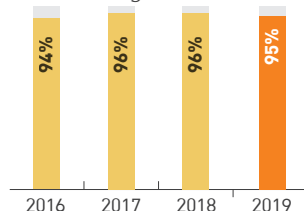


Total number of 2,458 cases

Category Breakdowns



Assess the return of service (target 95%)



There was no significant legal violation on marketing communications (Disclosure 417-3)