

CUSTOMER SATISFACTION SYSTEM

Investing in Our Customer...

Our customer satisfaction policy is based on a **'Customer Oriented'** vision in ERNA MAŞ. In accordance with the customer demands and expectations, we enhance our processes and aim to form long-lasting relationships with our customers. For a permanent customer satisfaction, customer's changing requirements and whether these requirements are met, measured, evaluated and announced to all the employees, product improvement studies are performed, the slightest dissatisfaction about the product is taken seriously and corrective measures are taken. Each and every feedback from our customers is perceived as a gift. Having 40 years of experience and a customer-oriented service, all of our resources are used to transform these feedbacks into **'Customer Satisfaction'**. While positive feedbacks are the indicator that shows us we are on the right track, the suggestions for improvement are the most significant input towards our **'One Step Ahead'** oriented vision. Therefore, ERNA MAŞ's customers are encouraged to give feedback. **'VOC - Voice of the Customer Management System'** is applied in ERNA MAŞ. By applying this system, the demands and the opinions of our customers are collected and evaluated in a systematic and holistic approach. Business processes are enhanced to meet the demands of our customers while products and services are developed to meet their expectations.

ISO 10002 Customer Complaints Management System;

ERNA MAŞ is the first company in Turkey, operating in design and manufacture of electrical small home appliances, which was qualified for ISO 9001, ISO 14001 and ISO 45001 certifications at one time. Besides these certifications, ERNA MAŞ has also achieved ISO 27001 Information Security Management Certification and ISO 10002 Customer Complaints Management Certification. With this vision, continuous improvement studies are performed to increase customer satisfaction. Product and service quality is increased with successful customer complaints management, and the voice of customer management.

ISO 10002 Customer Satisfaction Policy;

As ERNA MAŞ, we declare that we are committed to;

- Take all customer suggestions and complaints into account in an objective, impartial, attentive approach and with strict confidentiality,
- Assess all customer suggestions and complaints according to relevant laws and company quality policy,
- Take all the corrective actions in order to prevent the same dissatisfaction from occurring again,
- Have complete transparency in our relations with our customers,
- Solve all customer complaints,

ISO 10002 Customer Complaints Management System Flow Chart;

