



CUSTOMER FOCUS

SIBUR develops a systematic approach to collecting feedback.

As part of its strategy to improve customer experience, the Company is changing its approach to gathering and processing feedback. Its main new feature is faster tracking and responses to customer needs across all interfaces with SIBUR.

In late July, we launched our first automated customer feedback survey, sent out to a customer's email to follow up on each new order placed via the e-Commerce system's personal account.

THE UPDATED FEEDBACK COLLECTION CONCEPT WILL INCLUDE A SHORT FEEDBACK SURVEY ACROSS ALL KEY TOUCHPOINTS ALONG THE CUSTOMER JOURNEY – REGISTRATION, CONTRACT, TRANSACTION EXECUTION AND ORDER RECEIPT. PLANS ALSO INCLUDE MONITORING OF PARTNER SATISFACTION WITH THE APPLICATION AND COMPLAINT JOURNEYS

Between August and September 2020, our average score on a scale of 1 to 5 was 4.75 points for Interaction with the Sales Manager, 4.65 points for Order Processing Time and 4.70 points for Personal Account Usability.

"It is essential that we gather feedback and respond to customer needs quickly and consistently. We analyse all customer ratings and consider any suggestions or wishes, using them to transform our processes. We would be pleased to see our customers actively provide performance feedback by taking part in short surveys, which take no more than one minute to fill in," says Ludmila Sollogub, manager at SIBUR's Process Development and Support.

The updated feedback collection concept will include a short feedback survey across all key touchpoints along the customer journey – registration, contract, transaction execution and order receipt. Plans also include monitoring of partner satisfaction with the application and complaint journeys and conducting interviews when partnerships are terminated or order volumes are reduced.

At the same time, the new approach reflects our core beliefs about the Company's digital-transformation journey: data analysis will be carried out in real time through a phased rollout of dashboards providing daily feedback data accessible to all salesforce and marketing employees.

A designated owner is assigned to each touchpoint, responsible for identifying sources of frustration and adjusting the process in the event of low ratings.

“Previously, a large survey was conducted once a year, while now a client can leave feedback at any time immediately following a completed step – rating the performance of a sales manager, a member of the Customer Service Centre team, commenting on product quality, technical support, logistics and delivery, or document management,” says Maria Borisova, Head of the Customer Service Centre. “It is essential for us to understand the degree of customer satisfaction here and now, so that we are able to accommodate their wishes and introduce changes to our processes that will make customer interactions with the Company more convenient and comfortable.”

The information collected and the subsequent analysis of it will allow SIBUR to create a truly customer-centric customer service model. Most importantly, this will enable immediate responses to issues as they arise and will help us understand which parts of the product lifecycle need improvement.