

RESEARCH RESULTS

According to the annual survey results our clients commended their interaction with SIBUR.

In October – January 2021, SIBUR conducted an annual study in which 681 customer representatives from the FMCG sector, chemical, construction, energy, automobile and other industries took part.

SURVEY PARTICIPANTS POSITIVELY ASSESSED THE EXPERIENCE OF INTERACTING WITH SIBUR - THE NPS INDEX WAS 58%, AND THE OVERALL LEVEL OF SATISFACTION WITH THE COMPANY WAS 90%

The survey measured the NPS index (Net Promoter Score) and the CSI (Customer Satisfaction Index) index – the overall satisfaction with the company and satisfaction with the product offer, team of employees, technical support, logistics, contract support and commercial offer.

Survey participants positively assessed the experience of interacting with SIBUR – the NPS index was 58%, and the overall level of satisfaction with the company was 90%. This indicates that the company has been moving in the right direction over the past year, including supporting clients during the pandemic restrictions.

We thank our partners for their trust and appreciation!

This year, the survey was organized for the first time by the SIBUR team, without the involvement of external contractors and call center operators: customers took the survey on the e-Commerce platform.

The introduced innovation made it possible to record and archive the answers of respondents who disclosed their data in the client cards in CRM. This will allow the company to track the level of satisfaction of its partners and constantly improve the level of service, guided by the preferences and wishes of the clients.

Your comments make us better.

For example, in 2020, SIBUR implemented one of the most sought-after initiatives among customers in logistics – automatic notification on the status of shipment and delivery. Now, upon each shipment, the client receives a notification with all necessary information.

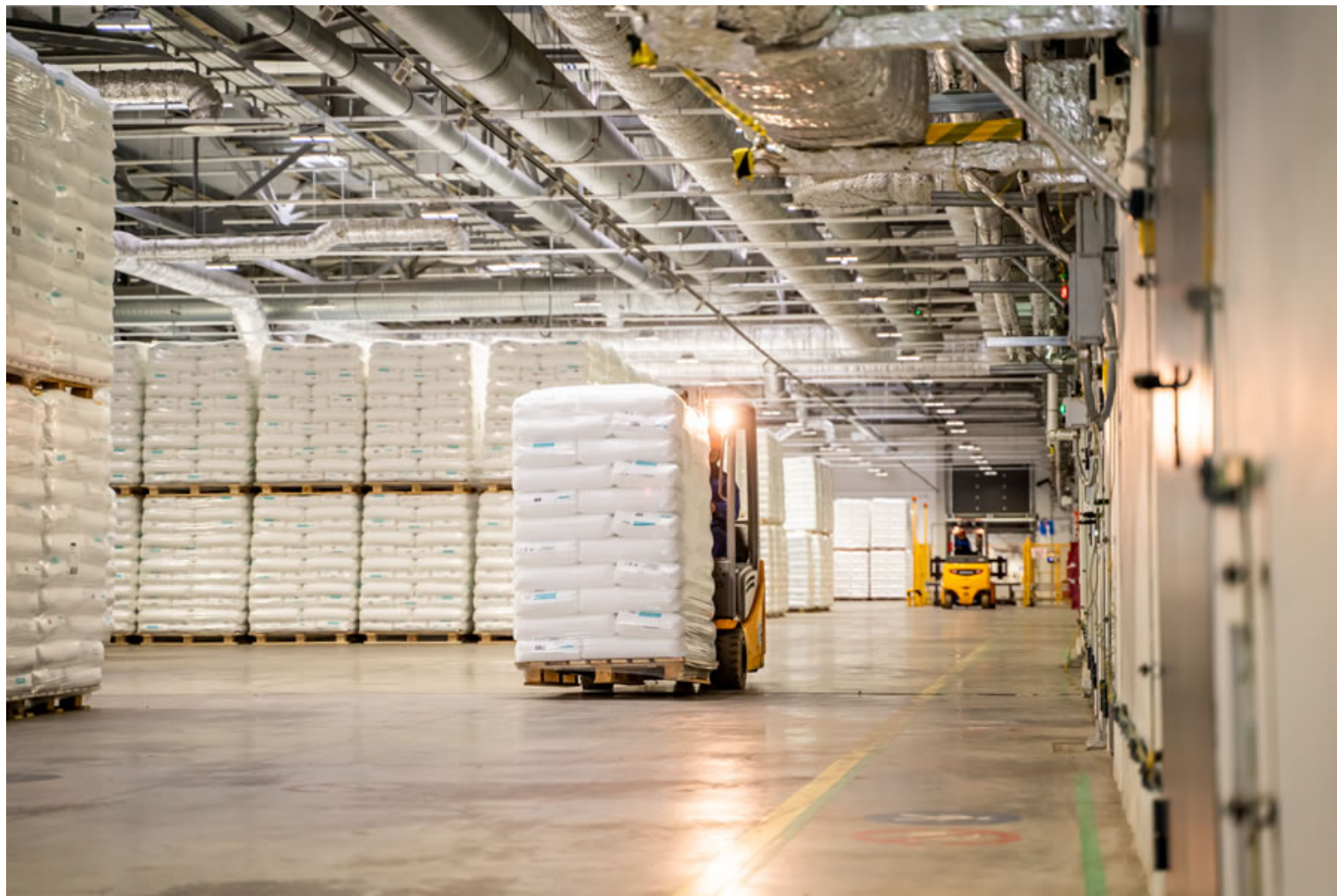
THANKS TO THE INTRODUCED INNOVATION, THE ANSWERS OF RESPONDENTS WHO DISCLOSED THEIR DATA ARE NOW RECORDED AND ARCHIVED IN THE CLIENT CARDS IN CRM. THIS WILL ALLOW THE COMPANY TO TRACK THE LEVEL OF SATISFACTION OF ITS PARTNERS AND CONSTANTLY IMPROVE THE LEVEL OF SERVICE

Yulia Kovalenko,
Head of Operational Logistics:

“According to the survey results, we see a significant increase in customer satisfaction with logistics. This became possible, among other things, due to the implementation of the SLA project (service learning agreement), the creation and development of a new division – a technical logistics service, significant increase in the delivery timeliness indicator. In addition, customers have appreciated the new service for tracking the status and forecasting the delivery date. For example, the ease of use of packaging, JIT delivery service in the window, the possibility of placing an order for urgent delivery, the speed of issuance and delivery of bills of lading, electronic document flow. This year we plan to continue work on improving the quality of packaging, improving the delivery service, as well as starting the formation of insurance stocks of the most popular brands in SI warehouses, which supply our most demanding European customers. This will increase product availability and spot sales. We also plan to implement the functionality of dispatching and managing goods flows in Europe and Turkey, this will allow to offer the optimal delivery route with a minimum lead time and the best service for our clients”.

Irina Agarkova,
Head of the “Logistics” Function:

“The key to the success of any large company producing a physical product is the quality of logistics. SIBUR is no exception. For us, the main priorities in our work are the efficiency and speed of the process, as well as customer satisfaction with the logistics service. We strive to ensure that the result of working with clients is a built system of relationships based on such values as reliability, trust and support”.



SIBUR strives to improve its level of service, focusing on the preferences and wishes of its customers.

Yekaterina Lomakova,

Sales Support Director, Business Service Center:

"In 2020, we focused on accelerating the provision of contractual and primary documents to clients. First of all, events related to the transition to electronic document management, and supply chain automation projects. In addition, we have expanded the functionality of the personal account: for example, now customers can find out their balance on their own by simply clicking on a button in the PA, without wasting time on letters and calls.

FOR EXAMPLE, IN 2020, SIBUR IMPLEMENTED ONE OF THE MOST SOUGHT-AFTER INITIATIVES AMONG CUSTOMERS IN LOGISTICS - AUTOMATIC NOTIFICATION ON THE STATUS OF SHIPMENT AND DELIVERY

I would like to note the holding of targeted meetings with clients and business colleagues – it helped us to identify specific problems and find benchmarks to improve our processes.

Since the requirements for service in the modern world are constantly increasing, it is important for us to keep up with the times. In 2021, based on the stated needs of customers, we will invest in integration solutions to accelerate the supply chain, improve the quality of data that all process participants enter into systems (this directly affects the correctness of primary documents), as well as in e-Commerce."

Roman Muzyka,

Sales Director, Base Polymers Directorate:

"2020 turned out to be one of the most difficult years for the economy, and we understood how important it is to help our clients. In particular, we supported our clients with the help of an export boost program – this allowed Russian manufacturers to significantly expand the geography of product sales. We also implemented an investment boost program: within its framework, SIBUR provides support in expanding the client's production capacity. In addition, the company launched a COX (SKW) program to reduce the burden on the client's working capital. Finally, we brought to the market a number of new brands from "ZapSibNeftekhim" and created solutions that were completely tailored to the needs of a particular client and his production technology. This gave our partners the opportunity to get the maximum effect and profit.

We will continue this vector in 2021. In the near future – an annual meeting with customers at "ZapSibNeftekhim", during which we will summarize the results, announce new products and together development plans for the year. We also plan to expand the perimeter of export and investment boost programs, improve our customer training programs and develop a value proposition (for example, implement direct deferral, expedited delivery, etc.)."

Maria Borisova,

Head of the Customer Service Center:

"Based on the results of customer satisfaction and loyalty assessments, we can note that the measures and changes taken in 2020 are positively perceived by partners. Working with feedback is an important task for SIBUR employees. Based on the results of the study, feedback will be systematized and a plan of initiatives for changes in the company's processes will be formed. We strive to become a truly customer-centric company and we thank our partners for their cooperation. We are ready for new challenges, open to new ideas and changes, taking into account the wishes of our clients!"