



## **CUSTOMERS MAKE US BETTER**

SIBUR would like to thank its partners for participating in the annual customer satisfaction survey.

In September–November 2018, we engaged GfK Rus, an international social and marketing research institute, to help us conduct our fourth annual customer satisfaction survey. We are glad to note a marked increase in the number of respondents – from 870 in 2017 to 946 in 2018. This is a big number that serves as a testament of trust towards our company, and so does the steadily growing percentage of customers disclosing their data (50%).

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Just like in previous years, the assessed aspects included such criteria as loyalty index, NPS score, overall satisfaction, and satisfaction with the offering, team, technical support, logistics services, contractual support and commercial offers. The parts of the questionnaire dealing with logistics and supply chain were updated to provide a deeper insight into customer sentiment when it comes to different shipping types.

After each wave of the survey, we conduct working sessions and analyse partners' feedback with a view to improving our internal processes, sharpening our customer focus and thus creating positive customer experience. In 2018, a total of 84 initiatives were implemented in these fields. In February–April 2019, we plan to arrange working sessions across all of our businesses (employees from related functions will participate too). Based on these meetings, we will compile an extended action plan focused on meeting our customers' expectations. We would like to thank our partners for sharing their thoughts during the survey. You make us better, and that is a win-win situation.



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**Marat Avetisov,**

Sales Director of the Plastics, Elastomers and Organic Synthesis Division:

“According to the 4th wave of the customer satisfaction survey, our results are starting to plateau, which forces us to put a greater emphasis on the things that really matter. This year, we are going to invest heavily in improving processes and customer service to prevent stagnation and spur further growth.

Most importantly, I would like to thank our customers for their time, enthusiasm and feedback. We here at SIBUR value your contribution very much. In order to address the critical points that the survey identified, we will implement a range of mitigating measures based on its results. We will also reach out to non-anonymous customers on cases they shared in the comments.”

**Alexey Markov,**

Hydrocarbon Marketing and Sales Director:

“We are deeply grateful to our customers for investing their time and accepting an invitation to participate in the survey. Your feedback is of utmost importance to us. We are very pleased with the fact that over half our customers took part in the survey, with only a handful opting for anonymity and around 45% choosing to give answers openly. For us, this is an opportunity to further discuss the questions raised previously, gather more information, and better understand how to improve our customer service. Remarkably, the loyalty index went up both internationally and domestically. It means that our efforts to establish a better and more open customer dialogue have borne fruit.”

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BASED ON WORKING SESSION RESULTS, WE WILL COMPILE AN EXTENDED ACTION PLAN FOCUSED ON MEETING OUR CUSTOMERS' EXPECTATIONS.

**Maria Borisova,**  
Marketing and Sales Director, BIAXPLEN:

“What makes this survey so useful is that it shows the evolution of trends. Every wave gives us a clearer picture, providing more insights into customer business, needs, and perception of changes and improvements. We appreciate our customers’ willingness share all aspects of their experience with BIAXPLEN. Every comment is taken into account and discussed by the team. The survey shapes our aspirations and encourages us to develop further on our journey to come up with new ideas and better solutions for our customers. Our company would like to thank the customers for taking the time to fill out the questionnaires. Special thanks to those who disclosed their identities – it will help us to efficiently review your cases and implement targeted corrective measures.”