



## **CUSTOMER-ORIENTED BUSINESS**

SIBUR completes its annual customer satisfaction survey.

For the third time, SIBUR conducted its survey to assess customer satisfaction and loyalty as yet another step towards a greater customer focus.

---

THE COLLECTED DATA ARE ANALYSED IN WORKING SESSIONS WITH INPUT FROM THE COMPANY'S BUSINESSES, DEDICATED DEPARTMENTS, AND PRODUCTION SITES TO WORK OUT AN ACTION PLAN TO IMPROVE INTERNAL PROCESSES ACROSS THE COMPANY'S DIVISIONS BASED ON CUSTOMER FEEDBACK.

---

The survey covered customers of all SIBUR's businesses (four business lines) – 870 customers from 46 countries. The assessed aspects included such criteria as loyalty index, NPS score, overall satisfaction, and some other parameters as well:

- Satisfaction with the Company's products: quality and range of the products
- Satisfaction with the customer service team: decision-making time, feedback quality, business ethics
- Satisfaction with technical support service: request manager's agility, request processing outcome, technical expert's support
- Satisfaction with logistics and supplies: delivery/shipment time, delivery/shipment quality, speed of document preparation
- Paperwork quality, fulfilment of obligations in terms of supply volumes, packaging quality, labelling quality
- Satisfaction with commercial offers: price, payment terms
- Satisfaction with the workflow: contract execution procedures, SIBUR-BSC's (Nizhny Novgorod) performance.

The collected data are analysed in working sessions with input from the Company's businesses, dedicated departments, and production sites to work out an action plan to improve internal processes across the Company's divisions based on customer feedback.

As part of the 2017 plan, 176 initiatives were approved and assigned to relevant functions, with 107 of them already implemented, including creation of a technical support guidance for customers.

"The results have made us put a stronger emphasis on increasing the convenience and transparency in customer request and feedback management," said Andrey Tikhonov, Head of Product Development and Technical Support at SIBUR's Plastics and Organic Synthesis Division. "A user-friendly online platform has been developed for customers to submit their requests that are now delivered directly to the person in charge, which significantly speeds up request processing. In addition, a brief guidance is now available to customers on what stages their requests have to go through within the Company, so the procedure and timeline are quite clear."

Besides, SIBUR arranged for employee visits to the clients' sites to boost joint pursuit of new ideas and exchange of experience.

"Following the survey, we have made a client site visit schedule for our Tomsk, Tobolsk and Omsk colleagues," said Alexander Bushkov, Head of Technical Support at SIBUR's Basic Polymers Division. "In 2017, the first round of site visits took place, and we plan to make them regular and more frequent in 2018."

We are grateful to all our customers who took part in this survey and shared their opinions and concerns. Thank you for helping us make further improvements for the benefit of our customers.