

MARS LOGISTICS

ISO 10002 CUSTOMER FEEDBACK SYSTEM IMPLEMENTATION GUIDE

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Adopting the “Customer Focus” concept as the center of its values, Mars Logistics prioritizes customer satisfaction in all its activities. The activities conducted for providing better and more reliable services were accelerated and it was decided to add ISO 10002 Customer Satisfaction Standard to the management system standards owned and maintained by the corporation.

It is the prioritized goal of Mars Logistics to ensure that each feedback received by Mars Logistics is arranged more systematically and more reliably to respond to customers’ demands instantaneously, and to increase customer satisfaction accordingly.

Listening to the parties for which services are rendered and understanding their requirements and expectations are of importance for Mars Logistics. Therefore, Mars Logistics believes that each feedback is actually an opportunity for progress and continuous improvement.

OUR VISION

To be a brand maintaining its leadership position in the logistics sector by making differences and displaying steady growth.

OUR MISSION

Mars is an innovative and pioneering group of companies providing logistics services.

HITACHI GROUP CORE VALUES

Harmony (Wa): The willingness to respect the opinions of others and discuss matters in a manner that is thorough and frank, but fair and impartial, and once a conclusion has been reached, to cooperate and work together to achieve a common goal.

Sincerity (Makoto): To approach issues openly and honestly, without drawing false distinctions between oneself and others. “Sincerity” is the spirit that inspires the confidence that society has placed in us.

Pioneering Spirit (Kaitakusha-seishin): A purposeful approach to one's work based on individual initiative, to create new business by pursuing novel, new goals. This spirit is manifested in a keen desire to be at the forefront of technology and the top of our chosen fields of expertise. These objectives are achieved by promoting the limitless potential of each individual member of Hitachi.

OUR VALUES

Customer Focus: To anticipate and meet present and future customer expectations in accordance with “Win-Win” philosophy.

Learning and Development: To ensure continuous development by obtaining knowledge that will pave the way for change and improvement and give a sense of direction to our conduct.

Employee Satisfaction: To offer more than the expectations of our employees.

Team Spirit: To solve problems and to share success and achievements together.

Respecting the Environment and Society: To be sensitive about the society’s expectations and the need for environmental protection in all our processes.

Reliability: To keep our promises given to shareholders, to be honest and to comply with ethical values.

Developing Cooperation: To work and ensure mutual development of our partnerships established with our suppliers, agencies, non-governmental organizations etc. in compliance with “Win-Win” philosophy.

Taking Responsibility: To take charge even with the tasks that are way too challenging by pushing the limits of knowledge and skills.

OUR EXCELLENCE POLICY

Believing that quality is customer satisfaction, Mars Management aims at reaching the level of superior quality at low cost by achieving flawless service generation. To this effect, Mars Management has adopted the Excellence Approach that equally and fairly meets the expectations of its customers, employees, suppliers, society and shareholders, which, in essence, is a continuous process of improvement, learning and innovation.

OUR CUSTOMER FEEDBACK POLICY

Mars Logistics establishes effective communication channels to understand and quickly respond to its customers’ requirements. It undertakes to respond and conclude all positive or negative notifications received by it in accordance with the laws, international transportation rules and the corporate procedures and to implement and continuously improve the customers complaints handling process together with its personnel aware of customer-oriented approach.

NOTIFICATION OF FEEDBACKS

The customers of Mars Logistics can notify any kind of feedbacks related to the services that they receive in the quickest and easiest manner possible by using the following:

- **LOGICALL** customer services hotline that can be reached via the phone no. 0212 411 4 411
- The **fax** line numbered 0212 411 44 45
- **LOGIMAIL** information services that can be accessed via the address of logimail@marslogistics.com
- The address informations of Mars Logistics head office and the other locations provided on the **Contact – Contact Us** page available at www.marslogistics.com
- **Contact form** accessible via **Contact Contact Us** page available at www.marslogistics.com
- **Face-to-face and online meetings** held during the visits
- **Surveys** conducted by the related departments and outsourced companies

During notification of feedbacks, delivery of the following informations which are relevant, accurate, complete, meaningful, useful and not misguided to Mars Logistics will make the resolution process progresses faster:

- The name of the company and the contact information related with the person giving feedback
- Information regarding Mars Logistics company and department that is the subject matter of the feedback
- If available, the identification data such as freight number etc.
- The expectations of the customer providing feedback from Mars Logistics

HANDLING OF FEEDBACKS

Each feedback received by Mars Logistics is recorded into the system within 24 hours if received within standard working hours or the next business day if received out of the working hours. The related customer is immediately informed via automatic mail indicating that the related feedback is recorded duly. The customers without any e-mail address information are informed via the other communication channels.

The feedbacks recorded as such are prioritized if they are negative feedbacks; they are duly examined by employees who have necessary personal behaviour, experience, education, and knowledge and evaluated according to their priorities. During the stage of collection of information related with detailed examination and feedback, constant communication is established with the customers and the customers' expectations are also considered in the related issue solution process.

Negative feedbacks are prioritized according to the following classification:

High-Priority Negative Feedbacks:

- Any accident, injury, loss of life or the situations related with occupational health and safety
- The incidents causing environmental damage
- Illegal practices
- The issues causing suspension of the customers' operations and customer loss
- The incidents that will harm Mars Logistics' corporate image
- Issues arising from incorrect price offers (min. 3.000 USD/EUR and above customer loss)

Normal-Priority Negative Feedbacks:

- Financial issues
- The issues causing disruption in the customers' operations
- The incidents such as damage, loss etc. of the customers' properties
- The situations contrary to the contract
- Problems related with delivery
- Problems related with communication and flow of information
- Issues related with the behaviours of Mars Logistics' employees

Low-Priority Negative Feedbacks:

- The issues arising between the parties in relation to the requests for deviations from the contract
- The issues outside the scope of the Mars Logistics' line of business
- Issues related with the dressing of Mars Logistics' employees
- Issues that are found not attributable to any fault of Mars Logistics

RESPONDING OF FEEDBACKS

The solutions proposed in relation to feedbacks are notified to the customers within the periods specified below:

- ...1... business day for high-priority negative feedbacks
- ...3... business day for normal-priority negative feedbacks
- ...5... business day for low-priority negative feedbacks

If the solution-related methods are approved by the customers, the related applications are implemented and the feedbacks are closed. Confirmation calls are made for each feedback closed as such.

If the customers do not accept the solution-related methods and there are no alternative solutions available, the feedbacks are kept open. If the related customer does not take legal action in 1 year, the feedbacks are closed as negative.

EXAMINATION AND IMPROVEMENT OF THE FEEDBACK PROCESS

There is an evaluation and analysis process conducted for the feedbacks received and recorded by Mars Logistics. During this evaluation and analysis, each feedback and solution process are examined and if required, corrective actions are planned.

The level of customers' satisfaction related with Mars Logistics Customer Feedback Process is determined via the Customer Satisfaction Surveys conducted by the related departments.

Any charges related to the actions taken by Mars Logistics are demanded during Customer Feedback Process. Without our customers' explicit consent or any legal obligation none of their information is shared with third parties.

The trained employees working under the structure of Mars Logistics periodically audit the functioning of the feedback process and the corrective and preventive actions required in relation to any issues determined are taken immediately.

In the Management Review meetings, all data related to the feedback process are reviewed by Mars Logistics Top Management and continuous improvement opportunities are evaluated.

