**Customer Satisfaction Policy**

|  |  |  |  |
| --- | --- | --- | --- |
| **Entity:**BPTP INTERNATIONAL TRADE CENTRE LIMITED | **Section:** SOCIAL POLICY | **Version:** V2 | **Effective Date:** 01.03.2023 |
| **Subject:** CUSTOMER SATISFACTION |
| **Policy Owner:**C-HRO | **Review Date:**01.07.2024 | **Pages:** 1 |

**APPLICABILITY:** It applies to all projects, including both new construction and existing buildings at BPTP INTERNATIONAL TRADE CENTRE LIMITED

**PURPOSE:** The purpose of a customer satisfaction policy is to ensure that customers have a positive experience throughout their journey with the company. It aims to prioritize customer needs, provide excellent service, and exceed expectations. The policy focuses on fostering trust, delivering quality construction, maintaining clear communication, and addressing customer feedback promptly. Ultimately, the goal is to create happy and satisfied customers who feel valued and confident in their decision to choose BPTP Limited.

**POLICY OUTLINE:** Customer satisfaction refers to the level of fulfillment and happiness experienced by customers after interacting with a product, service, or brand. It is a measure of how well a company meets or exceeds customer expectations and delivers value. When customers are satisfied, it means their needs and desires have been met, resulting in positive feelings and loyalty towards the business. Customer satisfaction is crucial for businesses as it can lead to repeat purchases, positive word-of-month, and long-term success.

To support this policy, BPTP will:

* Ensuring open and transparent communication with customers throughout the entire process, from initial inquiries to post-sales support.
* Delivering high-quality construction, timely completion of projects, and attention to detail to meet customer expectations.
* Actively seeking and valuing customer feedback to continuously improve services and address any concerns promptly.
* Upholding professional standards and ethical practices in all interactions with customers, treating them with respect and fairness.
* Providing reliable after-sales support, including maintenance services, to ensure customer satisfaction even after the purchase.

**RESPONSIBILITY:** Everybody involved in our endeavors to manage and oversee Customer satisfaction policy, including statutory (technical) authorities, subject matter experts, business associates, contractors, clients, occupants, and our own staff.

**AMENDMENTS:** This policy is subject to any changes in the applicable laws, rules and regulations by the management.