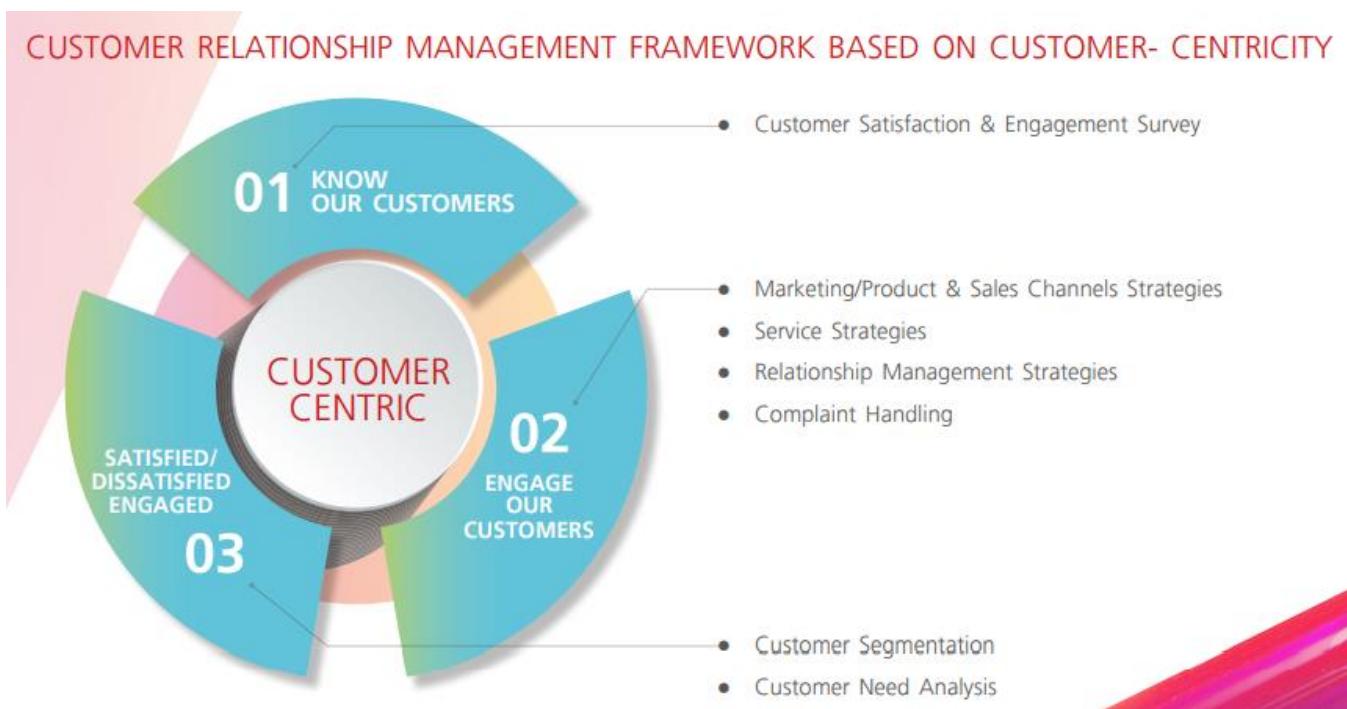


SERVICES QUALITY

MANAGEMENT APPROACH

True Group is committed to enhancing customer responsiveness and satisfaction in accordance with the Thailand Quality Award Framework (TQA), True Quality Excellence Framework (TQEF), and service standards set by the Customer Operations Performance Center for Customer Service Providers (COPC for CSP). We adopt a customer-centric approach to customer relationship management and manage the customer journey through our high-quality before and after-sales service channels.

In addition to identifying key performance indicators (KPIs) to evaluate customer service supervisors, we have established control points, quality assurance procedures, and an internal audit system to ensure that customers receive quality services that meet the required standards. Our executives have regularly reviewed customer service performance and experience to improve our operations to better meet customer needs, deliver superior customer experience, and achieve the highest level of customer satisfaction.



CUSTOMER SATISFACTION ASSESSMENT

We conduct a customer satisfaction survey through the iCSAT system on a regular basis. The results of survey conducted in 2021 show that customers were satisfied with True Group's services up to 91.87 percent of the time. The top three areas that customers were most satisfied with are:

- 1) Shop staff services,
- 2) Fast and efficient counter services, and
- 3) Customer-waiting time.

The areas that need improvement are:

- 1) Call center queue time,
- 2) Follow-up and progress report, and
- 3) After-sales service process.

We have used customer feedback to improve our service processes and set service performance indicators, as well as monitoring customer satisfaction levels for continuous improvement.

CUSTOMER SATISFACTION ASSESSMENT (ICSAT)

Performance	2018	2019	2020	2021
Customer Satisfaction Assessment %	85.6	86.7	91.5	91.8