



FUSION GROUP OF COMPANIES

CUSTOMER SERVICE CHARTER



The Fusion group of companies are committed to providing market-leading customer service; to having you, our customers, front of mind at all times.

All employees regardless of role, department or seniority – are integral to our commitment to, and delivery of, service excellence.

The Customer Service Charter introduces our customer service commitments, and outlines how we will deliver on these commitments.

OUR CORE VALUES

QUALITY

WE STRIVE FOR QUALITY IN EVERYTHING WE DO

INNOVATION

WE INNOVATE TO MAKE A DIFFERENCE

RELIABILITY

WE STRIVE TO BE CREDIBLE AND CONSISTENT

SUSTAINABILITY

WE HAVE A LONG-TERM APPROACH

CUSTOMER SERVICE

WE STRIVE TO BE OUR CUSTOMERS' PREFERRED PARTNER



The Customer Service Charter is a window into our core values and our brand promises.

Our brand promises are a pledge to you, our customers, to continually strive for excellence in the following key areas.

Each of our customer service commitments reinforces one or more of our brand promises.

OUR BRAND PROMISES

SOLUTIONS, NOT JUST PRODUCTS

A PROMPT RESPONSE

A LONG-TERM PARTNERSHIP

GLOBAL LEADERSHIP AND LOCAL COMMITMENT

LASTING INNOVATIONS

EFFECTIVE AND EASY

QUALITY IN EVERY STEP

TOTAL SAVINGS



OUR SERVICE COMMITMENTS

The Customer Service Charter is built around a collection of service commitments.

Each commitment is stated below supported by additional information as to how the commitment is to be delivered in practice.

CUSTOMER CENTRIC FOCUS

We will work closely with you to understand your requirements and provide you with solutions tailored to your specific needs.

We will deliver this commitment by:

- **Understanding customers' needs:** we actively seek to understand our customers' needs, challenges, and objectives. Their unique requirements guide our product selection and service delivery.
 - **Personalised interactions:** our interactions are personalised to meet each customer's specific needs; one size does not fit all. We tailor our support and solutions to each customer's requirements.
 - **Exceptional customer support:** our customer support teams are the primary point of contact for customers with service needs. The teams are here to assist customers whenever they need help. They are knowledgeable, responsive, and dedicated to resolving service issues and providing guidance.
 - **Long-term relationships:** we are not just focused on individual transactions but on building long-term, mutually beneficial relationships with our customers.
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QUALITY ASSURANCE

You can depend on the quality and reliability of the products and services we offer. If you should have an issue, we will work with you to resolve it to your satisfaction.

We will deliver this commitment by:

- **Commitment to quality:** we stand behind the quality and reliability of the products and services we offer. In the event of any issues, we facilitate returns, initiate technical evaluation and provide customer feedback, product replacements, or repairs in line with our warranty policies.
- **Rigorous quality standards:** our products are manufactured to meet or exceed industry standards and regulations. We have stringent quality control processes in place to ensure our products consistently meet these standards.
- **Quality testing and inspection:** we conduct thorough testing and inspection of our products at various stages of production ensuring we comply to relevant industry standards.
- **Product certification:** many of our products carry industry certifications to demonstrate their quality and adherence to industry standards.
- **Ethical sourcing:** our commitment to quality extends to the sourcing of materials and components for our products. We ensure that our supply chain adheres to ethical and responsible practices.



PRODUCTS

You will have access to our application and product experts to ensure you are able to make informed decisions.

We will deliver this commitment by:

- **In-depth product training:** our staff undergo rigorous and ongoing product training. This training ensures they stay fully conversant with our product offerings. This ensures that they can provide accurate and technically driven solutions for our customers.
- **Accessibility to product information:** customers have access to comprehensive product information through our people, product catalogues, documentation, social media and our website. Our goal is to empower customers with the knowledge they need to make informed decisions.
- **Innovation:** we are committed to continuous product innovation to improve our products and to ensure they meet the needs of our customers. Our mission is to provide our customers with cutting-edge solutions that meet their evolving needs and exceed their expectations.
- **Collaboration with customers:** we actively collaborate with our customers, inviting them to be part of the product development process. We value their insights, suggestions, and feedback, which play a crucial role in shaping our innovative solutions.

COMMUNICATION

You will receive open, transparent and effective communications.

We will deliver this commitment by:

- **Open and transparent communication:** effective and transparent communication is essential for building trust, managing expectations, and ensuring a positive customer experience.
- **Prompt response:** we understand that our customers' time is valuable. We are committed to providing prompt responses to their enquiries.
- **Real-time updates:** when our customers interact with us regarding orders, service requests, or issues, we will provide real-time updates on the status and progress of their requests.
- **Proactive communication:** if there are delays, changes, or other issues affecting customer service, we will proactively notify the customer and work with them to find solutions.

TIMELY DELIVERIES

You will be able to rely on us to do everything we can to ensure you receive the products you need at the right time.

We will deliver this commitment by:

- **Commitment to timely deliveries:** we are committed to delivering orders on time, ensuring that projects and operations run smoothly.
- **Delivery lead times:** we clearly communicate anticipated lead times for all orders, allowing customers to plan accordingly and ensure that their needs are met.
- **Customised delivery options:** we offer a range of delivery options to accommodate customers' needs, from standard shipping to expedited delivery services, allowing the customer to choose the option that best suits their timeline.

TECHNICAL SUPPORT

You will be able to consult with our technical support team to assist you with installation, maintenance, and troubleshooting.

We will deliver this commitment by:

- **Commitment to technical support:** we are committed to providing comprehensive technical support to ensure our customers maximise the value and performance of our products and services.
- **Expert support team:** we have a dedicated team of locally-based technical experts who are well-versed in our products and services. They are available to provide guidance and assistance whenever our customers need it.
- **Maintenance guidance:** our team is able to provide guidance on the relevant maintenance procedures to help our customers ensure our products operate at their best throughout their operational life.
- **Comprehensive documentation:** we provide comprehensive product documentation, user manuals, guides, and training materials to empower our customers with the knowledge needed to effectively use and maintain our products.
- **Training and education:** we offer training and educational resources to help our customers become proficient in the use and maintenance of our products, ensuring they get the most out of their investment.

SUSTAINABILITY AND ENVIRONMENTAL RESPONSIBILITY

We are committed to minimising our environmental impact. As part of your supply chain, we will support you to help you meet your sustainability and environmental obligations.

We will deliver this commitment by:

- Sustainability and environmental responsibility are becoming ever more important in winning and retaining customers. The Fusion group of companies benefit from the global commitments established by AVK group.
- **Global commitments:** AVK group acknowledges the ten principles of the UN global compact. We support the 17 UN Sustainable Development Goals (SDG). We focus particularly on SDG 6 which concerns clean water and sanitation.
- For detailed information on AVK group's commitment to the UN Sustainable Development Goals Sustainable Development Goals, download the AVK Sustainability Report located on our website.
- **UK commitments:** we have embraced the principles of ISO 26000:2010 as a template for managing our sustainability journey. We have the stated objective to be carbon neutral by 2030 as part of our journey to achieving net zero by 2040.

DATA PRIVACY AND SECURITY

Your data will remain private and secure; always.

We will deliver this commitment by:

- **Commitment to data privacy and security:** we take data privacy and security seriously. We are committed to safeguarding our customers' personal and sensitive information at all times.
- **Compliance with data privacy laws:** we commit to full compliance with all relevant data privacy laws and regulations that govern the collection, storage, and use of customer data.

MEASURABLE PERFORMANCE

You will receive regular, concise, and transparent reports of our service performance on your account.

We will deliver this commitment by:

- Measuring service performance

We measure our service performance in the following areas:

- Environmental and sustainability
- Sales performance
- Order intake
- Quotations
- Service performance
- Credit and overdue status
- Customer engagement

MEASURE	CUSTOMER
Environmental and sustainability	✓
Sales performance	
YTD v previous year	✓
Product group	✓
Growth products	✓
Total number units supplied, total number units rejected, % rejected/supplied	✓
Order intake	
YTD v previous year	✓
Breakdown by branch/contractor	✓
Quotations	
Quotation status last 12 months	✓
Service performance	
OTIF against service offer	✓
OTIF against service offer/contract	✓
Average order value	✓
Number of delivery locations	✓
Full pallet quantities	✓
Credit and overdue status	
Overdue debt	✓
Debtor days	✓
Customer engagement	
Number of visits	✓
Type of visits	✓
Leads generated	✓



FEEDBACK-DRIVEN IMPROVEMENT

Your feedback is vital to our goal of continuous improvement in service delivery.

We will deliver this commitment by:

- **Feedback channels:** we provide a variety of channels which customers can use to provide feedback, including customer surveys, our websites, and direct communication with our sales and customer service teams.
- **Continuous improvement cycle:** we have established a cycle of continuous improvement. Customer feedback plays a pivotal role in shaping our strategies for enhancing product quality, service delivery, and overall customer experience.



POINTS OF CONTACT

If you have any questions regarding the Customer Service Charter then please speak to any of the lead customer service contacts.

/ UNITED KINGDOM AND IRELAND

Donna Pendleton

Customer Service Manager

T: 01246 260111

E: dpendleton@fusiongroup.com

/ ASIA

CHINA

Robin Kong

Vice President—Commercial and Sales

T: +86 0760 85335183

E: kong.debin@gh-fusion.com.cn

/ EUROPE

POLAND

Monika Kozłowska

Internal Sales Department Manager

T: +48 22 723 88 72 int.123

E: m.kozłowska@fusion.com.pl

ITALY

Francesca Nari

General Manager

T: +39 019 5778018

E: francesca.nari@fusionitalia.com

/ AUSTRALASIA

AUSTRALIA – EAST

Sean Scannell

WA State Manager

T: +61 8 9279 7392

E: sean@fusionplast.com.au

AUSTRALIA – WEST

Martin Lidicky

Branch Manager

T: +61 7 3393 5770

E: martin@fusionplast.com.au