

# **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.

[www.marslogistics.com](http://www.marslogistics.com)

## **OUR QUALITY POLICY**

As Mars Logistics,

We believe that quality is customer satisfaction, and we aim to achieve a superior quality level with lower costs for the purpose of providing smooth services in full compliance with the legal and other requirements. Accordingly, we adopt the Excellence Approach, which fulfills the expectations of our customers, employees, suppliers, society and shareholders in a balanced way and which is focused on continuous improvement, learning and innovation.

## **OUR CUSTOMER FEEDBACK POLICY**

As Mars Logistics,

We establish effective communication channels in order to understand and quickly respond our customers’ requirements. We undertake to respond and conclude all positive or negative notifications 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 our 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](mailto: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](http://www.marslogistics.com)
- **Contact form** accessible via **Contact Contact Us** page available at [www.marslogistics.com](http://www.marslogistics.com)
- **Face-to-face and online meetings** held during the visits
- **Surveys** conducted by the related departments and outsourced companies
- **Social Media**

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

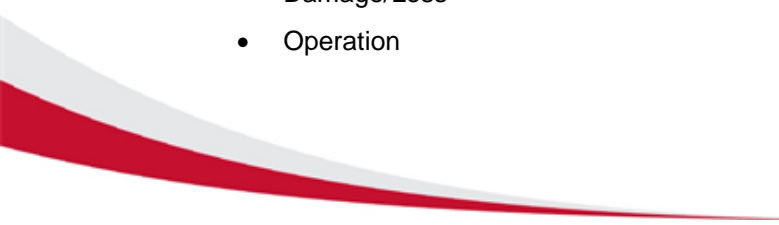
## **HANDLING OF FEEDBACKS**

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:**

- Legal
  - Communication
  - Occupational Health
  - Terms/Finance
  - Proposal
  - Damage/Loss
  - Operation
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- Deadline
- Documentation

**Normal-Priority Negative Feedbacks:**

- Price
- Environment
- Sales

**Low-Priority Negative Feedbacks:**

- Online Tracking

**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.