



# Corporate Customer Service Policy

## Introduction:

The success of a service-oriented organization fully depends on the high quality of service offered to its customers for their ultimate satisfaction. Being a service industry, Techno Electric & Engineering Co. Ltd. (TEECL) customers are the most essential stakeholders for its successful operation. Customers always seek organization for the efficient and prompt service offered to them. As the customers are the biggest stakeholders for us, the vision statement of TEECL “to be the most preferred and trusted organization enhancing value for all stakeholders”, truly reflects the commitment of TEECL to enhance value to the customers by effective and efficient service delivery.

## 1. Objective:

This policy has been created and implemented in the organization with the objective of providing guidelines and advice on customer interactions and how to ensure customer success, to any TEECL employee who may be directly or indirectly be engaged with its customers – be it individuals, organizations, companies, other form of legal entities, firms, various statutory organizations of the Government of India or of any other countries where TEECL do business. It is a set of procedures which guides the overall responsible customer engagement approach and procedure to be followed by TEECL’s employees and resources.

## 2. Scope:

This policy applies to all employees of the company across all business verticals in India and other geographies where we do business. Employees shall include all individuals full-time or part-time, with permanent, probationary, trainee, temporary or contractual appointment with the company. In order to have an effective customer service practice, TEECL has devised predefined criteria for appropriate engagement of resources to fulfil the need and objective of the organization in fulfilling the customer services requirements.

## 3. Principles:

We manage our customer relations in line with the following principles:

- Foster a customer-centric culture throughout the organization
- Treat every customer with respect, understanding their evolving needs
- Respect customers’ freedom of choice and strive to improve customer satisfaction

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- Provide high-quality and secure services tailored to customers' needs, concerns, and well-being within agreed timelines
- Ensure all customers are treated fairly at all times
- Be dependable by delivering the right solutions the first time, every time, and honoring our commitments

#### **4. Customer Satisfaction:**

Our customers benefit from excellent and secure services, supported by transparent and ethical business communications across all business verticals. TEECL is committed to continually improving customer satisfaction by providing high-quality, secure services at competitive rates. We strive to exceed customer expectations and address evolving requirements through regular face-to-face meetings and digital communications. Our goal is to understand customer needs and expectations, deliver high-quality services, and maintain transparent and ethical commercial communications.

#### **5. Management Oversight:**

Customer engagement is overseen by departmental heads in each business segment, under the leadership of the Group President, to ensure that all customer communication strategies align with our ethical business standards. Regular in-person and virtual meetings are held to assess and address customer needs, ensuring compliance with industry regulations and achieving customer satisfaction goals.

#### **6. Training:**

We recognize the importance of building staff capabilities for responsible customer engagement, particularly in utility services. We conduct regular training sessions for field and support staff, focusing on customer interaction, service orientation, and industry best practices.

#### **7. Grievance Mechanism:**

We prioritize prompt attention to customer complaints. TEECL is strengthening its complaints management framework to ensure timely and transparent resolution of customer issues. Currently, complaints are addressed through informal channels, such as direct communication with field teams and email correspondence. We are working towards implementing a formalized grievance redressal system in line with industry standards.

#### **8. Feedback System:**

We have implemented a structured feedback system to ensure a responsive and customer-centric approach. Regular surveys are conducted by our Quality department using an internally developed questionnaire, which is shared with customers via email after key project milestones. The Quality team is working to integrate advanced digital feedback platforms to enhance sentiment analysis and strengthen the customer feedback loop.

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## 9. Customer Recognition:

Customer recognition and awards are honors for any service-based organization. TEECL has been recognized and awarded by many customers for achievements such as early and timely project completion, excellent service quality, zero site fatalities, exemplary health and safety standards, and other parameters across all business verticals.

  
**Ankit Saraiya**  
**(Chief Executive Officer)**

Policy	Version	Adopted	Revised
Corporate Customer Service Policy	v 1.0	22 April 2025	NA