

Customer Relationship Management

The Company focuses on addressing pressing concerns consisting of customer satisfaction, customer complaint management and customer privacy. To assure desired accomplishment of customer relationship, key performance targets have been assigned to each responsible department.

1. Customer Satisfaction

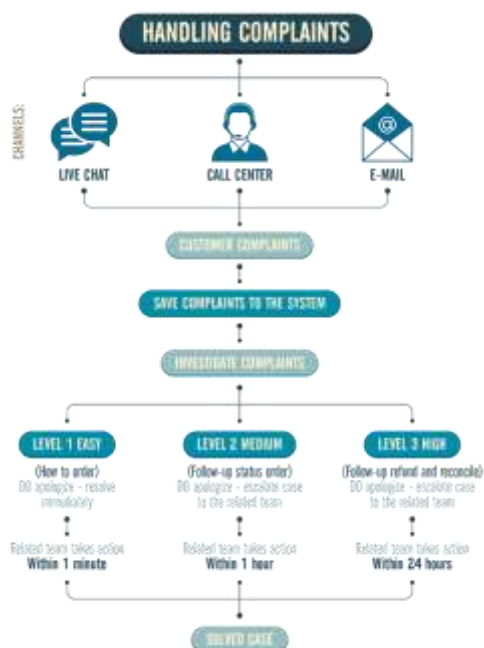
Customer satisfaction surveys are the core method in gathering customer insights. The objective of this is to ensure that products and services we provide meet the expectations of our customers. BJC continues to strive in developing high-quality products and services throughout all of its facilities including retailing and manufacturing industries.

Performance Overview in 2019

Year	2017	2018	2019	Target 2019
Big C Voice of Customer Result (Percent)	92.85	93.09	93.55	93.38

2. Customer Complaint Management

BJC has established a robust mechanism for complaint and grievance handling as feedback from valuable customers contribute directly to the Company's advancement. BJC provides customers with an array of channels including call center services (1756), Company website, social media platforms (Facebook), live chat or e-mails.



3. Customer Privacy Protection

Presently, as BJC shifts with the digital advancement and business prosperity, the Company encounters significant increase in customer's data. Countless users using our services, entering their personal data, such as the customer's name, age/ date of birth, contact details, postal address including billing and delivery, log-in passwords, and browsing activities onto our website every day. Subsequently, the Company processes these data for managing accounts processing orders and refunds, as well as conducting market research for designing promotional campaigns. Normally, the customer's information is maintained on our internal server for as long as defined in national regulations. More information regarding how Big C retains customer's information can be found at <https://bigcard.bigc.co.th/terms-and-conditions>.

Hence, it has become our priority to maintain the security of customer's data. BJC is committed to respecting customer's privacy rights in addition to handling customer's data properly and legally as reinforced by our Customer Privacy Policy.