

# BORUSAN CAT

# CUSTOMER MANIFESTO

## 1. We keep our promises, act transparent and honest.

- We strive to be on time as possible and keep our customers informed during the process.
- We are loyal to our proposals.
- We are responsible and consistent on our relationship with our customers.
- We deal fairly.
- We are rational, and we speak with facts.
- We are clear on what to deliver.
- We learn continuously, and make benchmarks.
- We aim the best and work hard to create solutions for our customers.

## 2. We follow codes of ethic and we respect fair competition.

- We respect and support the fair competition that benefits our customers and the entire ecosystem of Borusan Cat.
- We care about business principals and act accordingly.

## 3. We act as a long-term solution provider of our customers.

- We work for the success of our customers with a mind-set of being the solution provider.
- We walk the journey in collaboration with our customers.
- We work with them in the process of providing solutions.
- We use empathy to understand our customers.
- We provide services and solutions according to the needs of our customers.
- We make field analysis to figure out the best solution.

## 4. We understand our customers' potential challenges and offer alternative solutions.

- We convert data into knowledge and predict potential challenges to offer the best solution available.
- We use technology to make predictions for what's coming before it turns into a challenge.
- We create customized, long lasting, and feasible solutions to keep our customers' businesses up and running.
- We offer cost-effective solutions with the total cost of ownership approach.
- We offer tailor-made solutions.

## 5. We enhance technology to create, innovate and offer new solutions.

- We use technology as an accelerator of our solution-provider journey.
- We follow technological improvements on a macro scale and convert it for the best interest of our customers.
- We use, enhance, and develop omni-channels for offer our solutions to our customers.

## 6. We respect the feedbacks of our customers.

- We do not only listen to our customers, we also internalize, embrace, and take actions from their feedbacks, improve our solutions and processes.
- We deliver the best solutions for our customers with a continuous improvement perspective.

## 7. We lead and inspire.

- We accept the role of being the pioneer and work to lead our sector.

## 8. We care about our world.

- We work for a sustainable world and society.
- We show intense care to our resources.
- We try to develop our communities and local societies we are in.

Hereby, with this Manifesto, by providing the highest level of service, we declare our commitment to make our customers feel appreciated, effortless, and secure.

We believe on fulfilling our purpose statement **“We Create Solutions for A Better World”** is only possible with unconditional customer satisfaction.