



Customer Satisfaction Survey

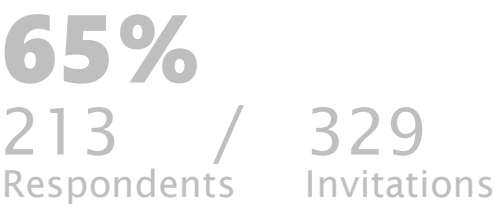
Commercial Operation

FY24-25

SURVEY SUMMARY



2024-25

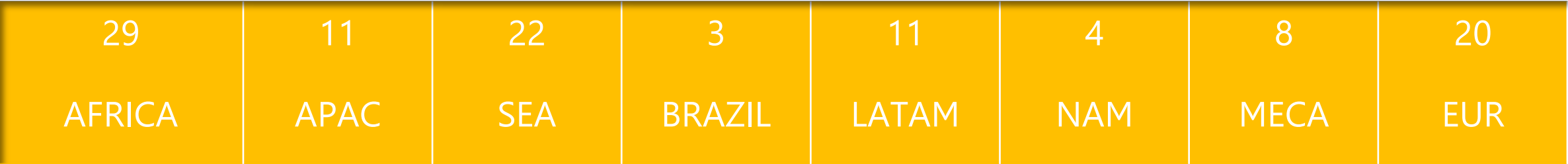


2023-24

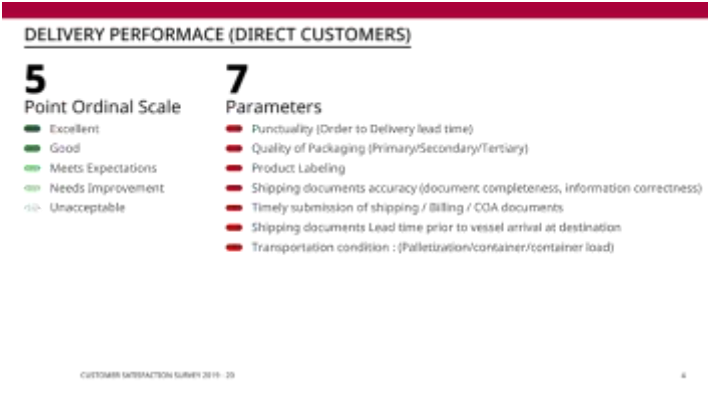
56 Direct Respondents



108 Subsidiary Respondents



THREE SUB PARAMETERS



Delivery Performance



Quality of UPL Products & Services






Overall COT Performance

DELIVERY PERFORMANCE (DIRECT CUSTOMERS)







5

Point Ordinal Scale

-  Excellent
-  Good
-  Meets Expectations
-  Needs Improvement
-  Unacceptable

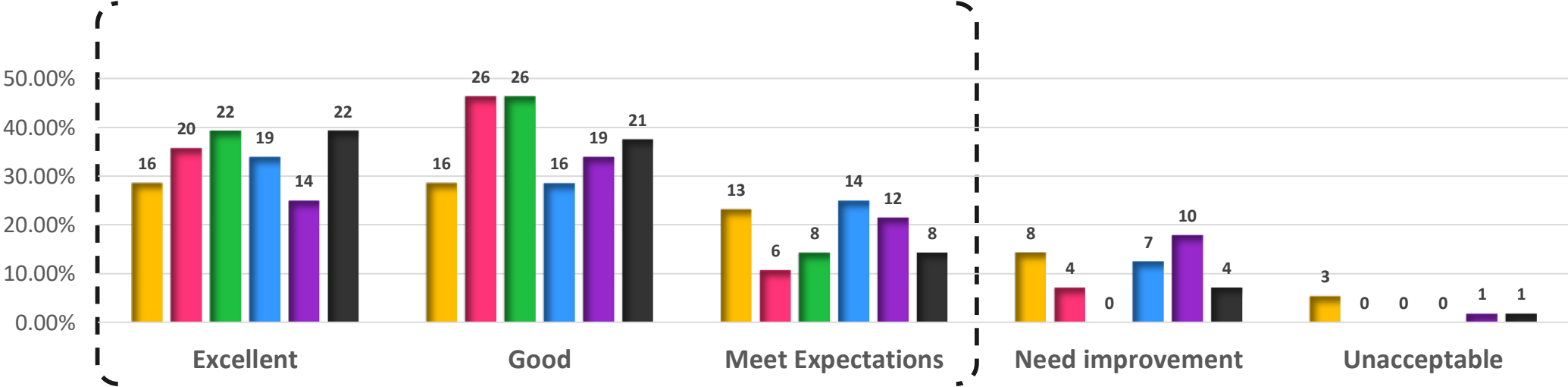
6

Parameters

-  Punctuality (Order to Delivery lead time)
-  Quality of Packaging (Primary/Secondary/Tertiary)
-  Product Labeling
-  Documents accuracy (document completeness, information correctness)
-  Timely submission of post shipment documents
-  Logistic condition of the goods : (palletization/container / truck load)

DELIVERY PERFORMANCE (DIRECT CUSTOMERS)

% Strength						
FY 2024-25	80%	93%	100%	88%	80%	91%
FY 2023-24	83%	97%	98%	91%	90%	97%



■ Punctuality (Order to Delivery lead time)

■ Quality of Packaging (Primary/Secondary/Tertiary)

■ Product Labelling

■ Documents accuracy (document completeness, information correctness)

■ Timely submission of post shipment documents

■ Logistic condition of the goods : (palletization/container / truck load)



DELIVERY PERFORMANCE (SUBSIDIARY CUSTOMERS)

5

Point Ordinal Scale

- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable

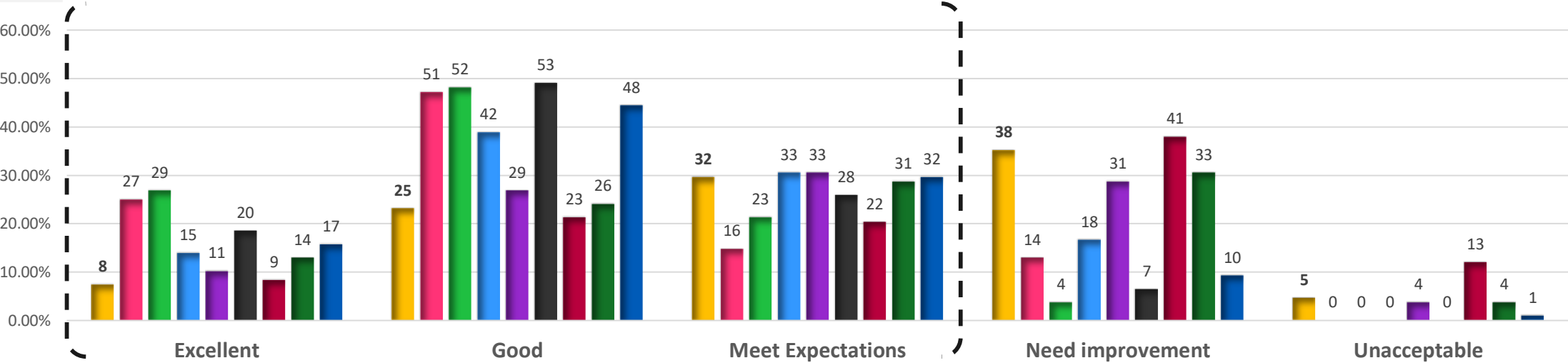
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Parameters

- Punctuality (Order to Delivery lead time)
- Quality of Packaging (Primary/Secondary/Tertiary)
- Product Labelling
- Documents accuracy (document completeness, information correctness)
- Timely submission of post shipment documents
- Logistic condition of the goods : (palletization/container / truck load)
- Product Code Creation Lead time from Request raised
- Artwork development Lead time from Label sent (Pouches & Labels)
- Understanding of SAP Systems & Processes after Commercial Operations Workshop

DELIVERY PERFORMANCE (SUBSIDIARY CUSTOMERS)

% Strength									
FY 2024-25	60%	87%	96%	83%	68%	94%	50%	66%	90%
FY 2023-24	66%	83%	94%	87%	77%	89%	44%	64%	89%



- Punctuality (Order to Delivery lead time)
- Quality of Packaging (Primary/Secondary/Tertiary)
- Product Labelling
- Documents accuracy (document completeness, information correctness)
- Timely submission of post shipment documents
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QUALITY OF UPL PRODUCTS & SERVICES PROFORMANCE (DIR CUSTOMERS)

5

Point Ordinal Scale

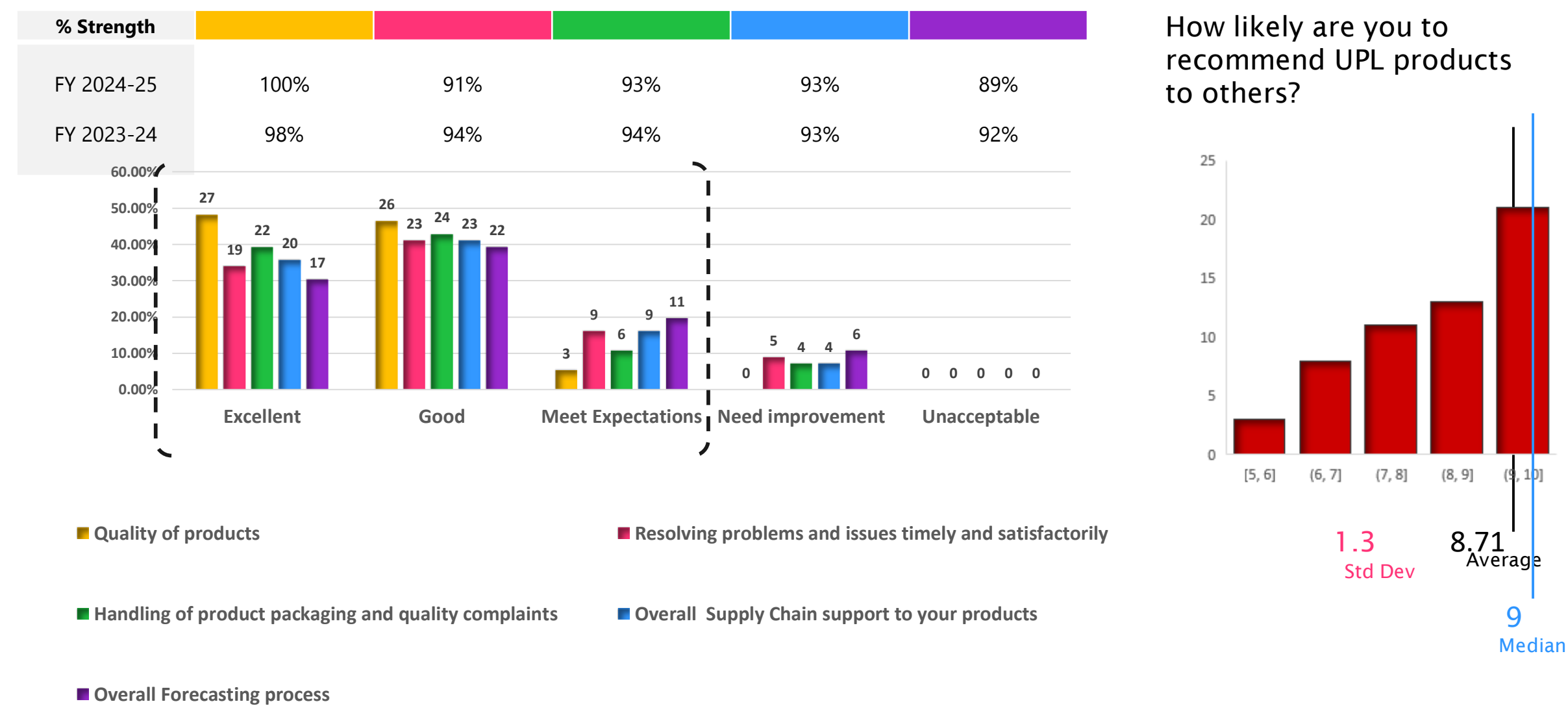
- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable

5

Parameters

- Quality of products
- Resolving problems and issues timely and satisfactorily
- Handling quality complaints efficiently
- Overall Supply Chain support to your products
- Overall Forecasting process

QUALITY OF UPL PRODUCTS & SERVICES PERFORMANCE (DIRECT CUSTOMERS)



QUALITY OF UPL PRODUCTS & SERVICES PERFORMANCE (SUBS CUSTOMERS)

5

Point Ordinal Scale

- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable

5

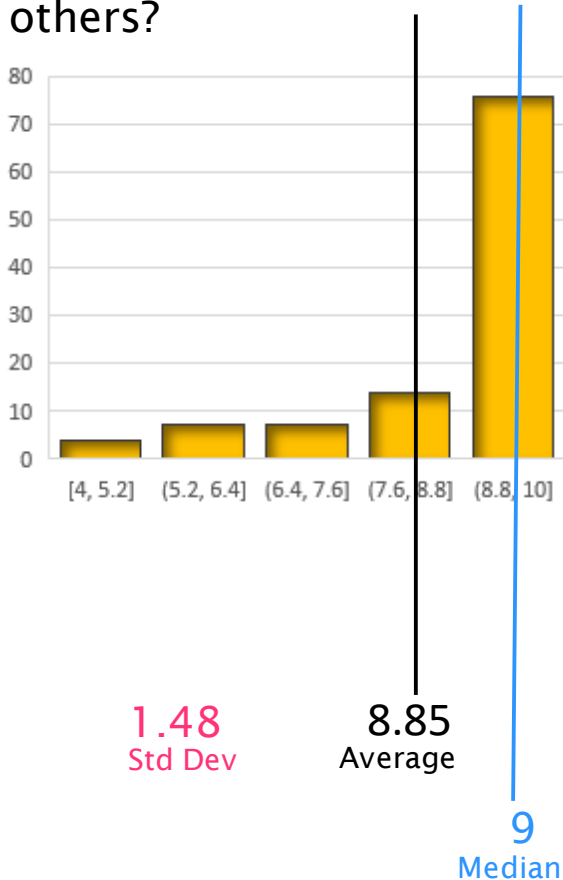
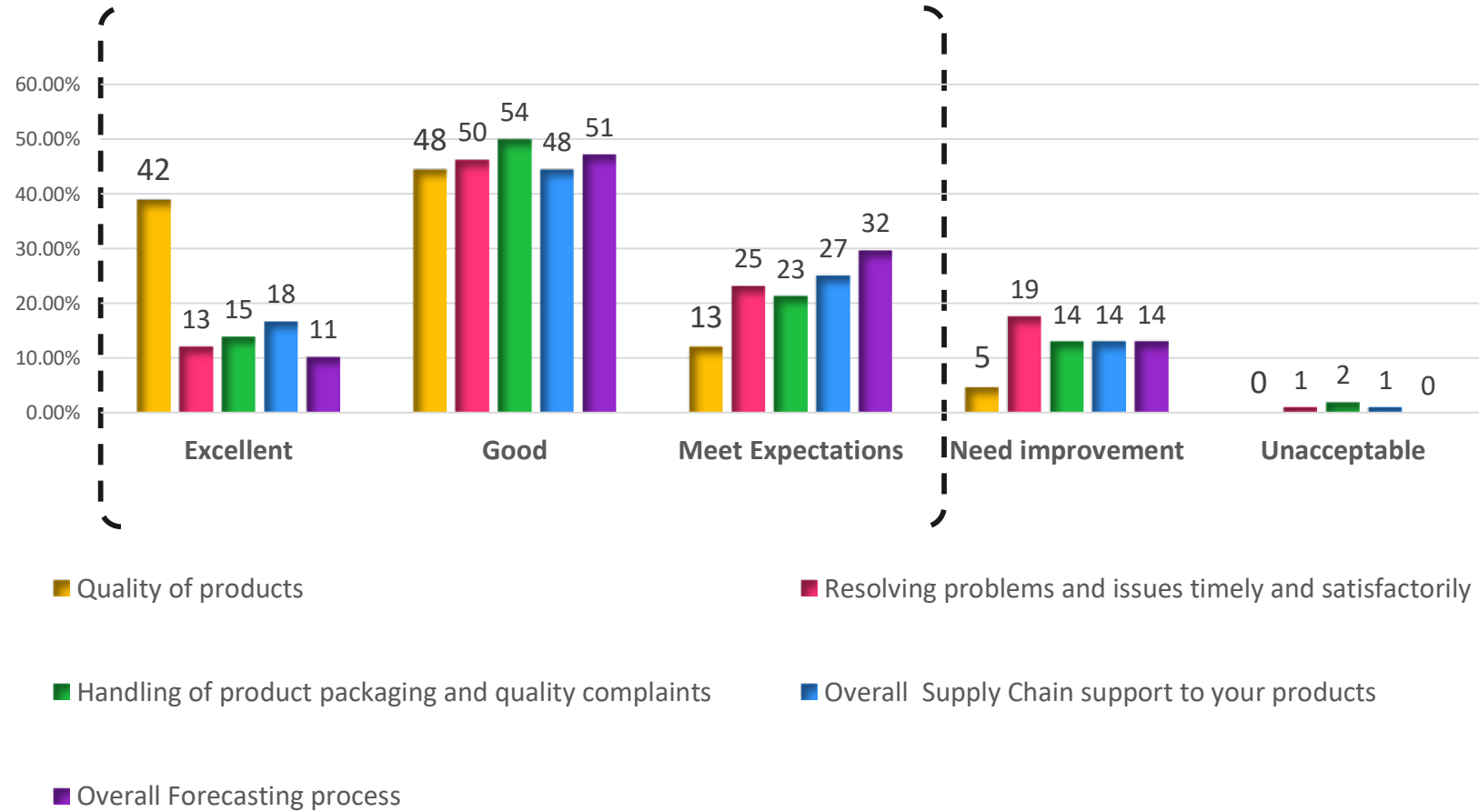
Parameters

- Quality of products
- Resolving problems and issues timely and satisfactorily
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- Overall Forecasting process

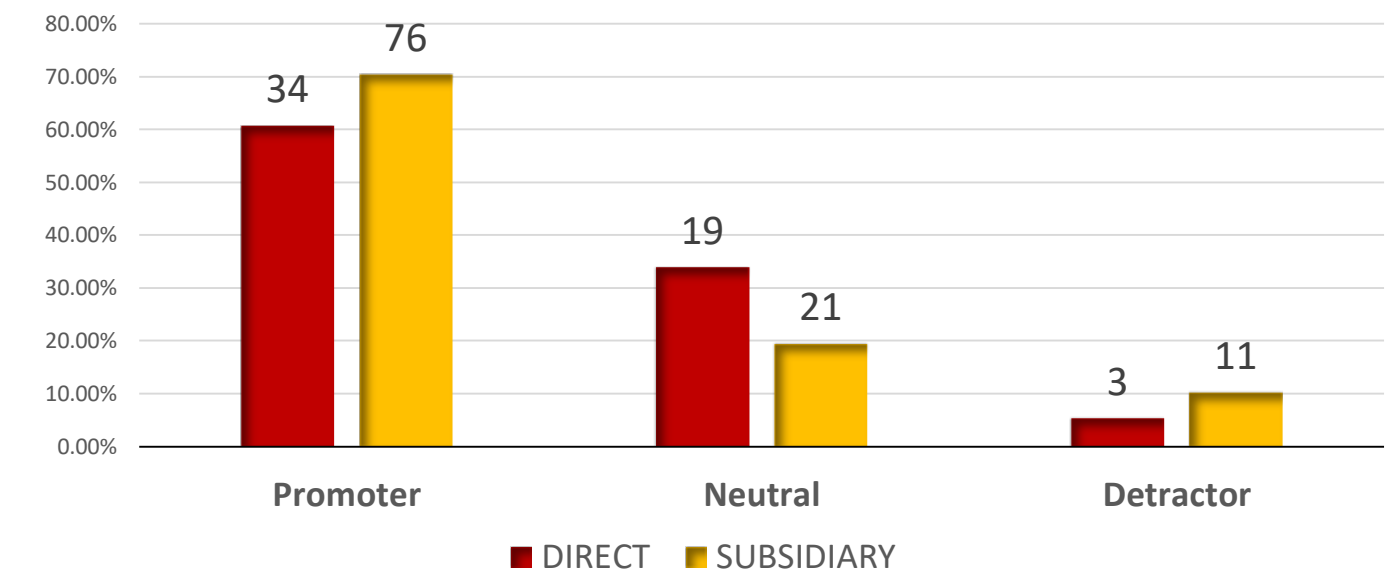
QUALITY OF UPL PRODUCTS & SERVICES PERFORMANCE (SUBS CUSTOMERS)

% Strength					
FY 2024-25	95%	81%	85%	86%	87%
FY 2023-24	96%	85%	87%	90%	85%

How likely are you to recommend UPL products to others?



QUALITY OF UPL PRODUCTS & SERVICES PERFORMANCE INDEX



NPS SCORE		
(Promoter - Detractor)		
	FY 24-25	FY 23-24
Subs	65	63
Direct	31	33
Total	96	96

	Promoter (9-10)	Neutral (7-8)	Detractor (1-6)	Total
Subsidiary	76	21	11	108
Direct	34	19	3	56

NPS SCORE	%
FY 24-25	59%
FY 23-24	45%

OVERALL COT PERFORMANCE (DIRECT CUSTOMERS)

5

Point Ordinal Scale

- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable

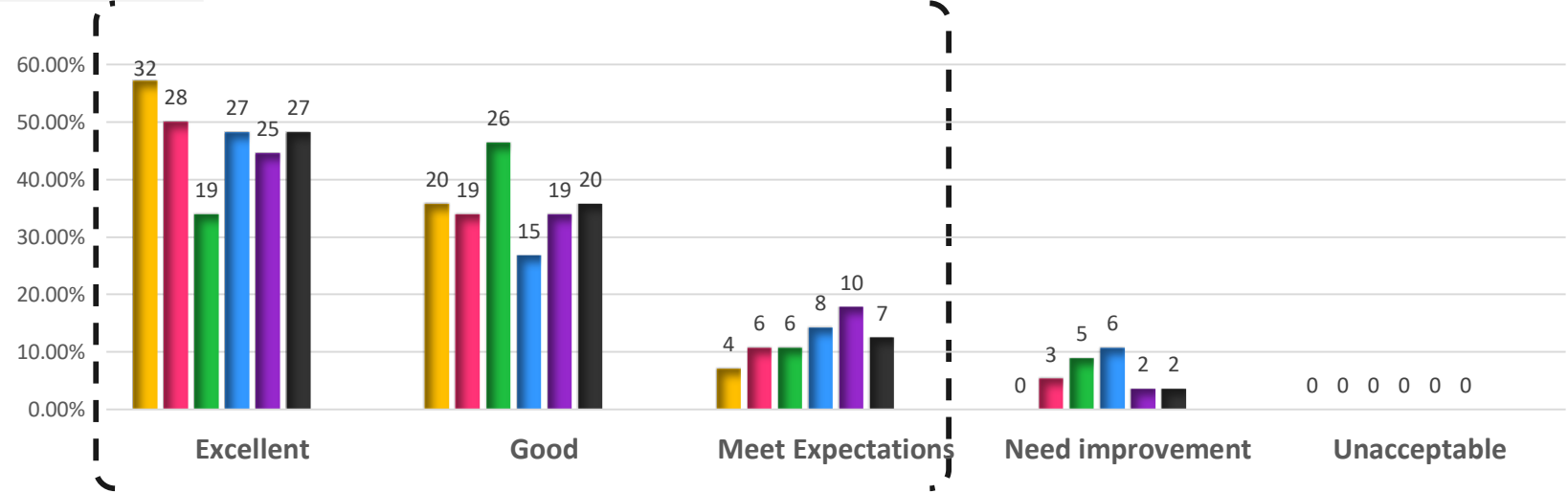
6

Parameters

- Politeness & Courtesy
- Order acknowledgement within 48 working hours from Purchase order date
- Timely complaints resolution
- Proactive communication on supplies for orders placed to UPL
- Satisfactory answers to queries raised by you
- Knowledge of products and services

CUSTOMER SERVICE PERFORMANCE (DIRECT CUSTOMERS)

% Strength						
FY 2024-25	100%	95%	91%	89%	96%	96%
FY 2023-24	97%	97%	93%	96%	94%	98%



Politeness and courtesy

Order acknowledgement within 48 working hours from Purchase order date

Timely complaint resolution

Proactive communication on supplies for orders placed to UPL

Satisfactory answers to queries raised by you

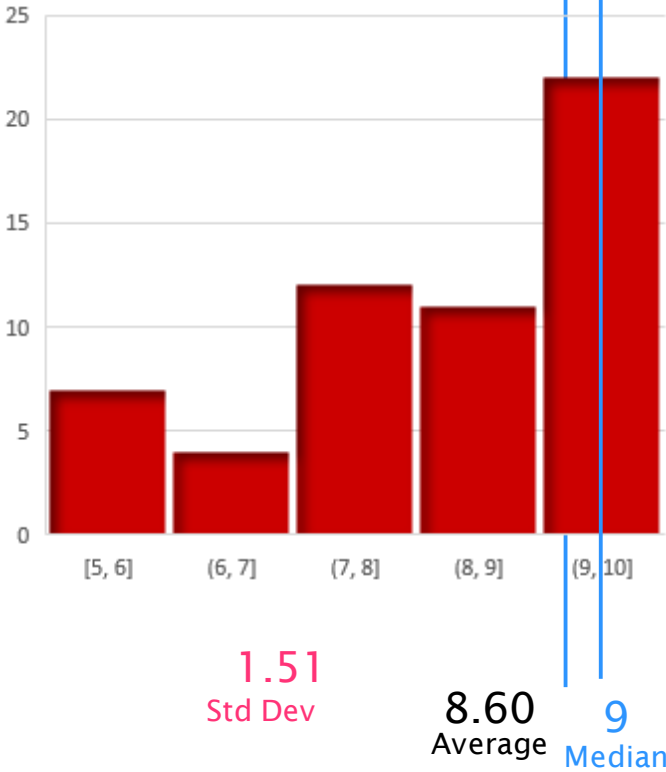
Knowledge of products and services

Understanding for region / country requirements



CUSTOMER SATISFACTION SURVEY 2024 - 25

Overall rating to Commercial Operation Representative



OVERALL COT PERFORMANCE (SUBSIDIARY CUSTOMERS)

5

Point Ordinal Scale

- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable

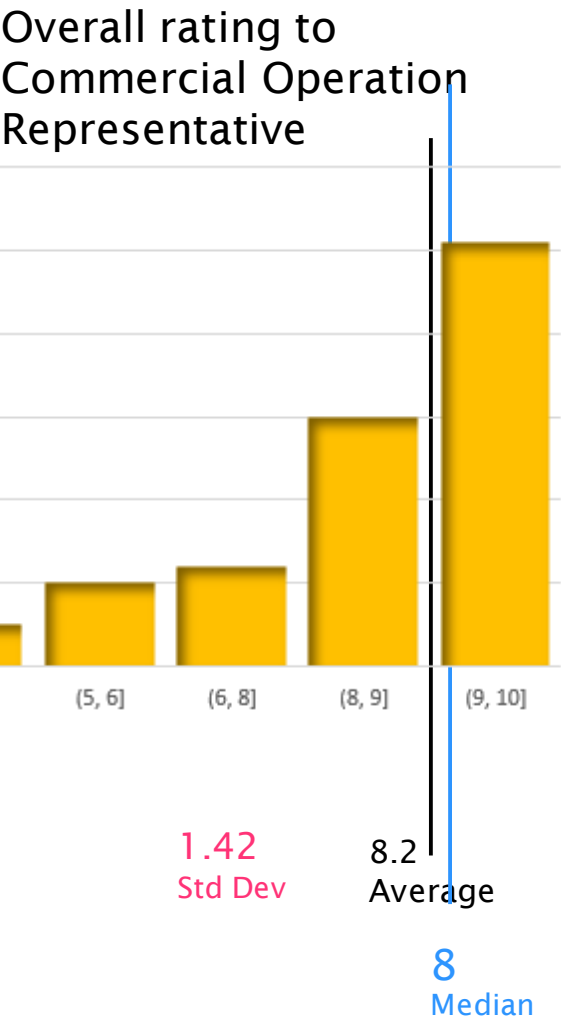
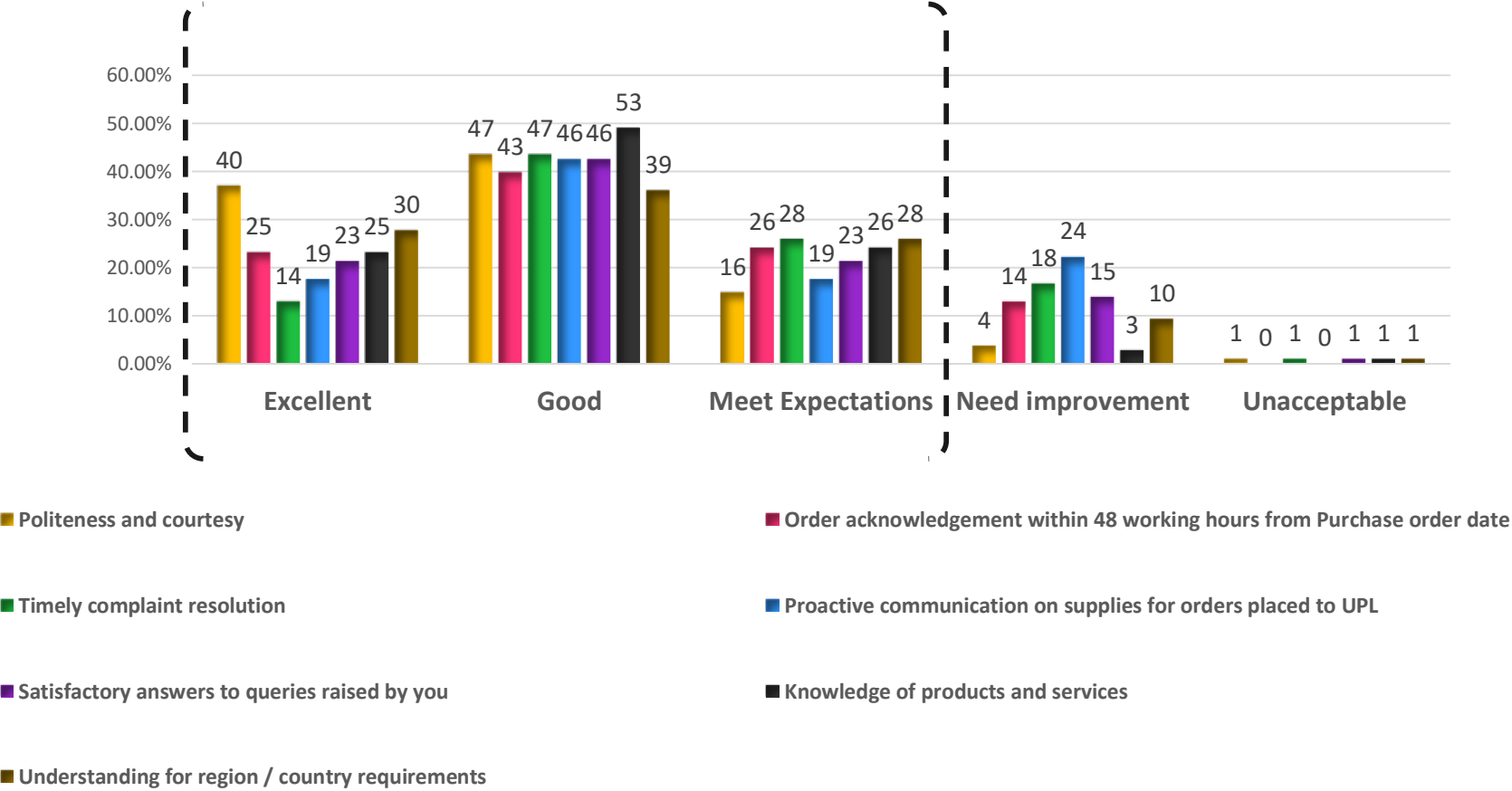
7

Parameters

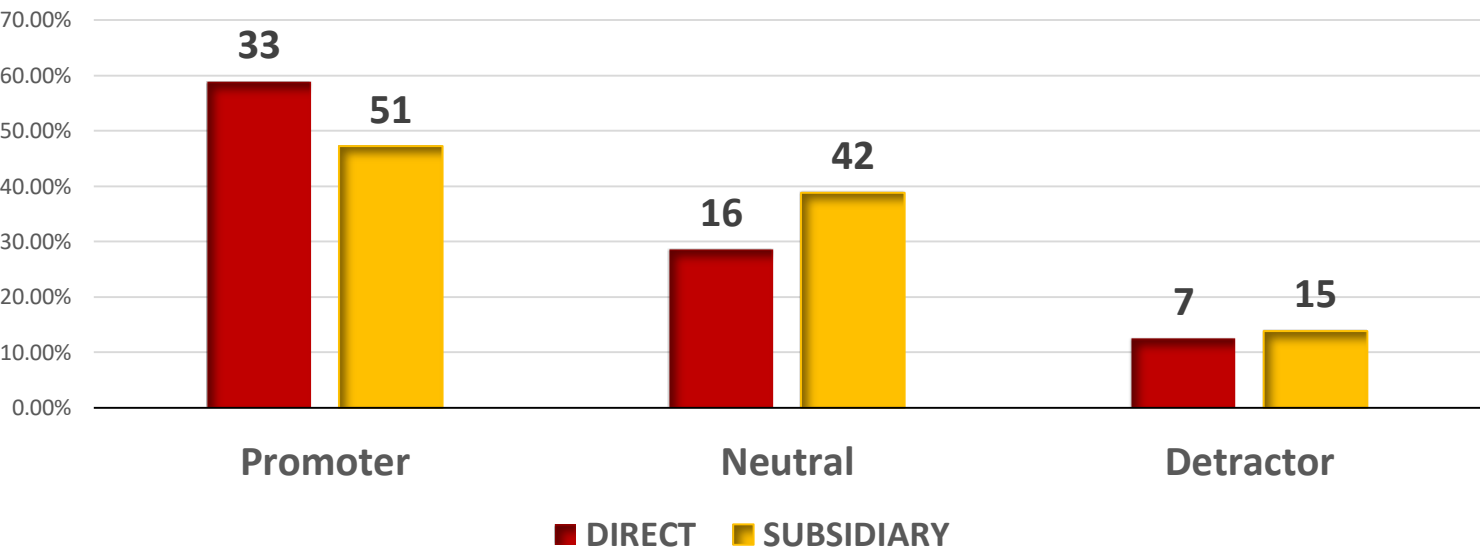
- Politeness & Courtesy
- Order acknowledgement within 48 working hours from Purchase order date
- Timely complaints resolution
- Proactive communication on supplies for orders placed to UPL
- Satisfactory answers to queries raised by you
- Knowledge of products and services
- Understanding for region / local requirements

CUSTOMER SERVICE PERFORMANCE(SUBSIDIARY CUSTOMERS)

% Strength							
FY 2024-25	95%	87%	82%	78%	85%	96%	90%
FY 2023-24	96%	90%	91%	82%	89%	98%	



SATISFACTION INDEX OF CUSTOMER SERVICE



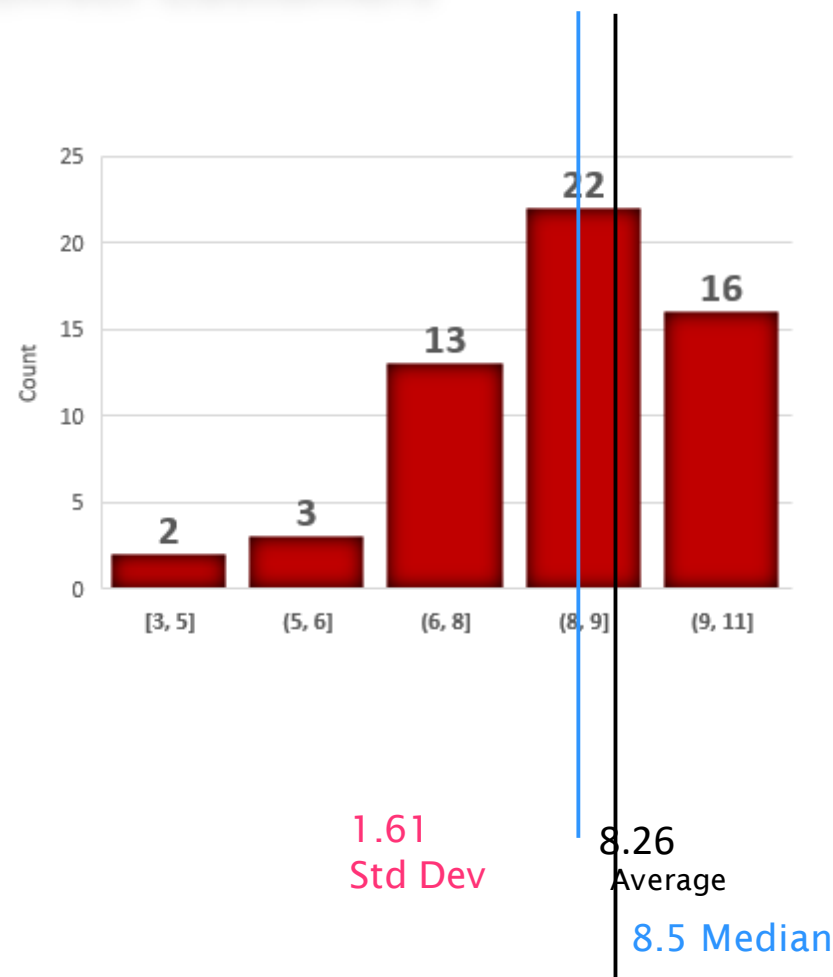
NPS SCORE		
(Promoter - Detractor)		
	FY 24-25	FY 23-24
Subs	36	36
Direct	26	41
Total	62	77

	Promoter (9-10)	Neutral (7-8)	Detractor (1-6)	Total
Subsidiary	51	42	15	108
Direct	33	16	7	56

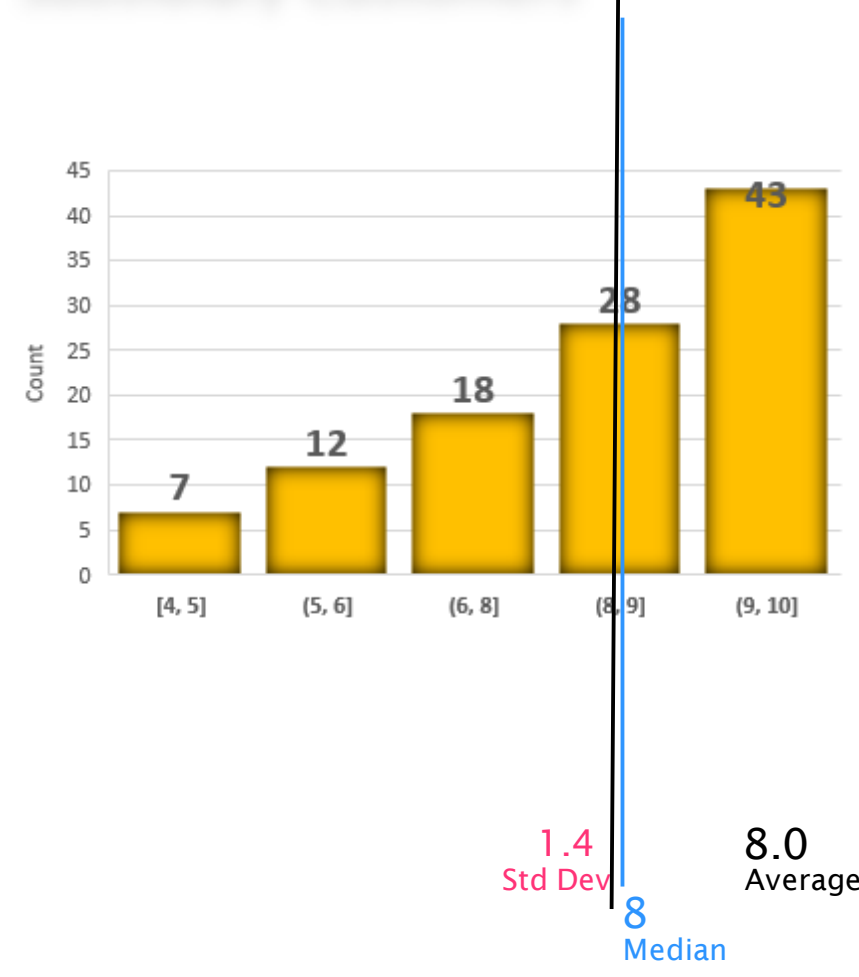
NPS SCORE	%
FY 24-25	38%
FY 23-24	36%

UPL OVERALL PERFORMANCE

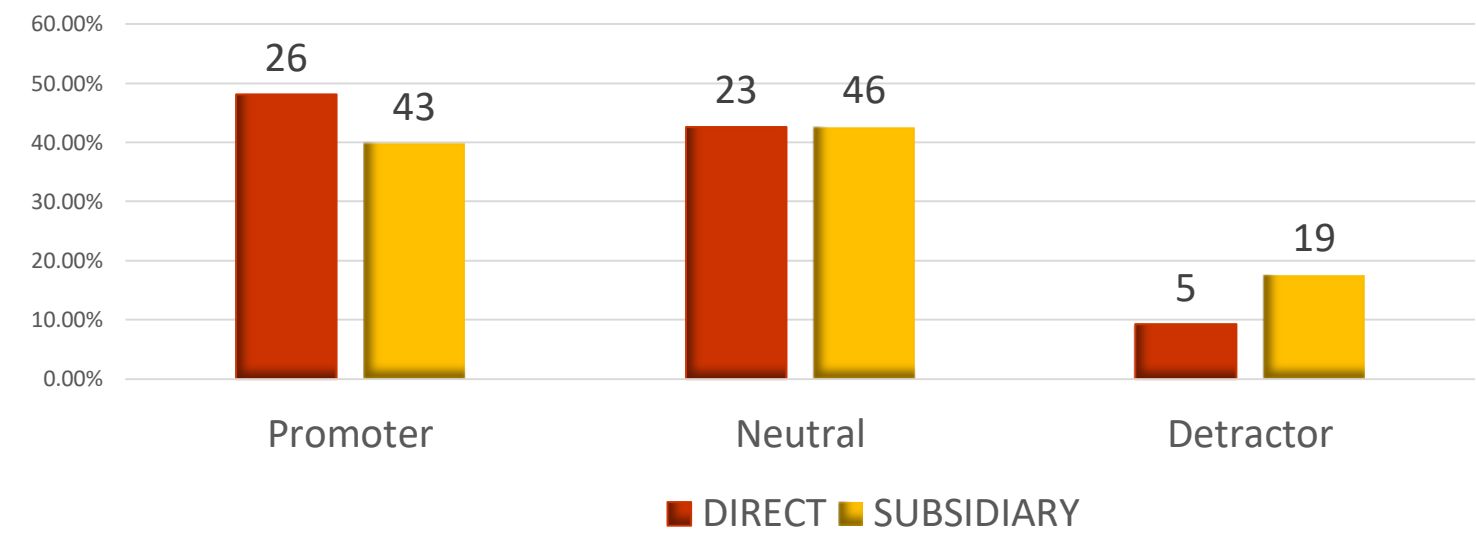
Direct Customers



Subsidiary Customers



UPL OVERALL PERFORMANCE INDEX



NPS SCORE (Promoter - Detractor)		
	FY 24-25	FY 23-24
Subs	24	21
Direct	21	28
Total	45	49

	Promoter (9-10)	Neutral (7-8)	Detractor (1-6)	Total
Subsidiary	43	46	19	108
Direct	28	23	5	56

NPS SCORE	%
FY 24- 25	28%
FY 23- 24	23%

DIRECT COMPARISON

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Competitors

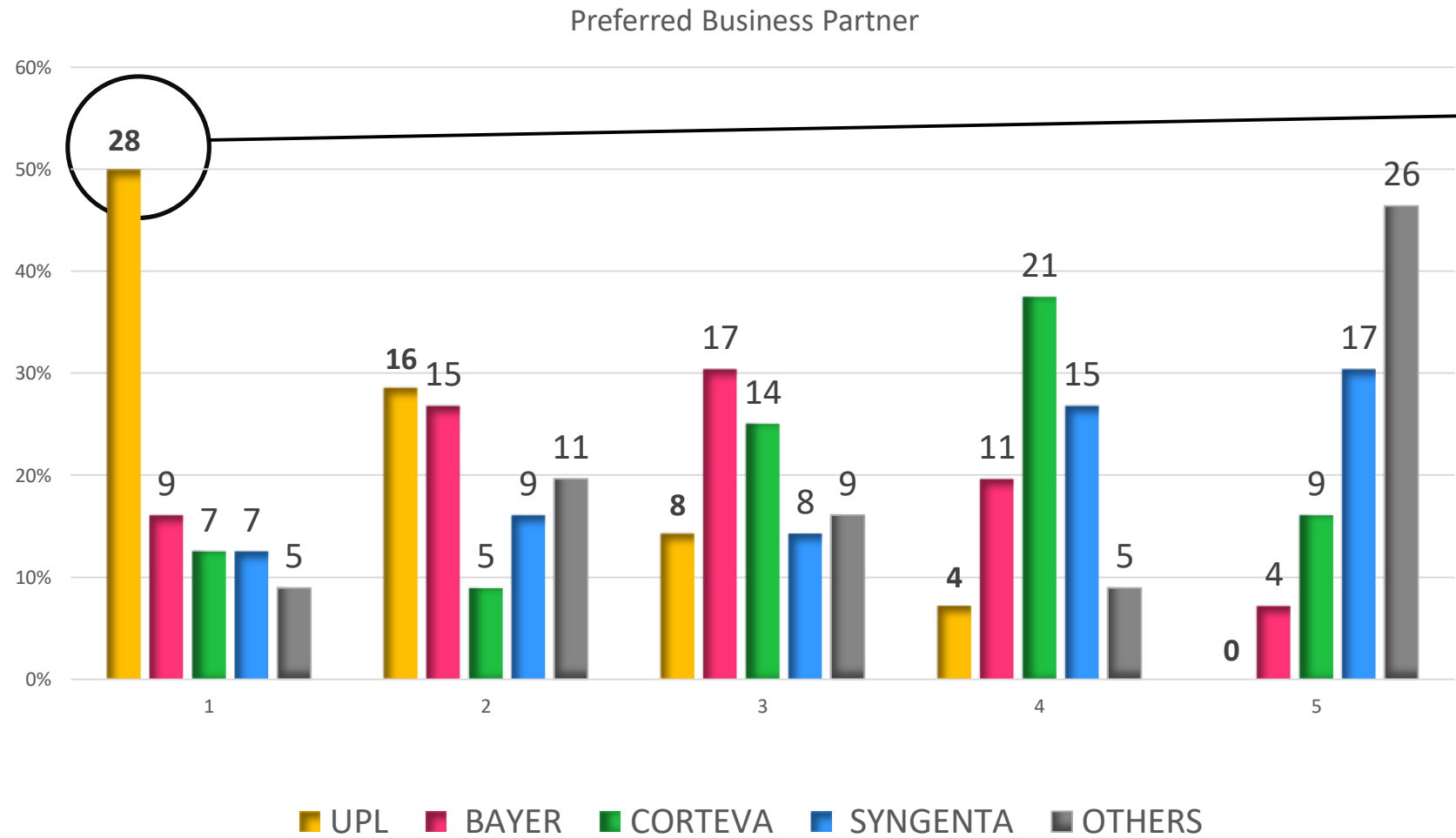
- BAYER
- CORTEVA
- SYNGENTA
- OTHERS

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Parameters

- Preferred business partner
- Customer Service Representative Promptness
- Lead Time Post Order Confirmation
- Punctuality (Order to Delivery lead time)
- Overall Supply Chain support
- Overall Quality of product
- Overall Packaging of Product
- Crop Protection Chemicals Suppliers Ranking

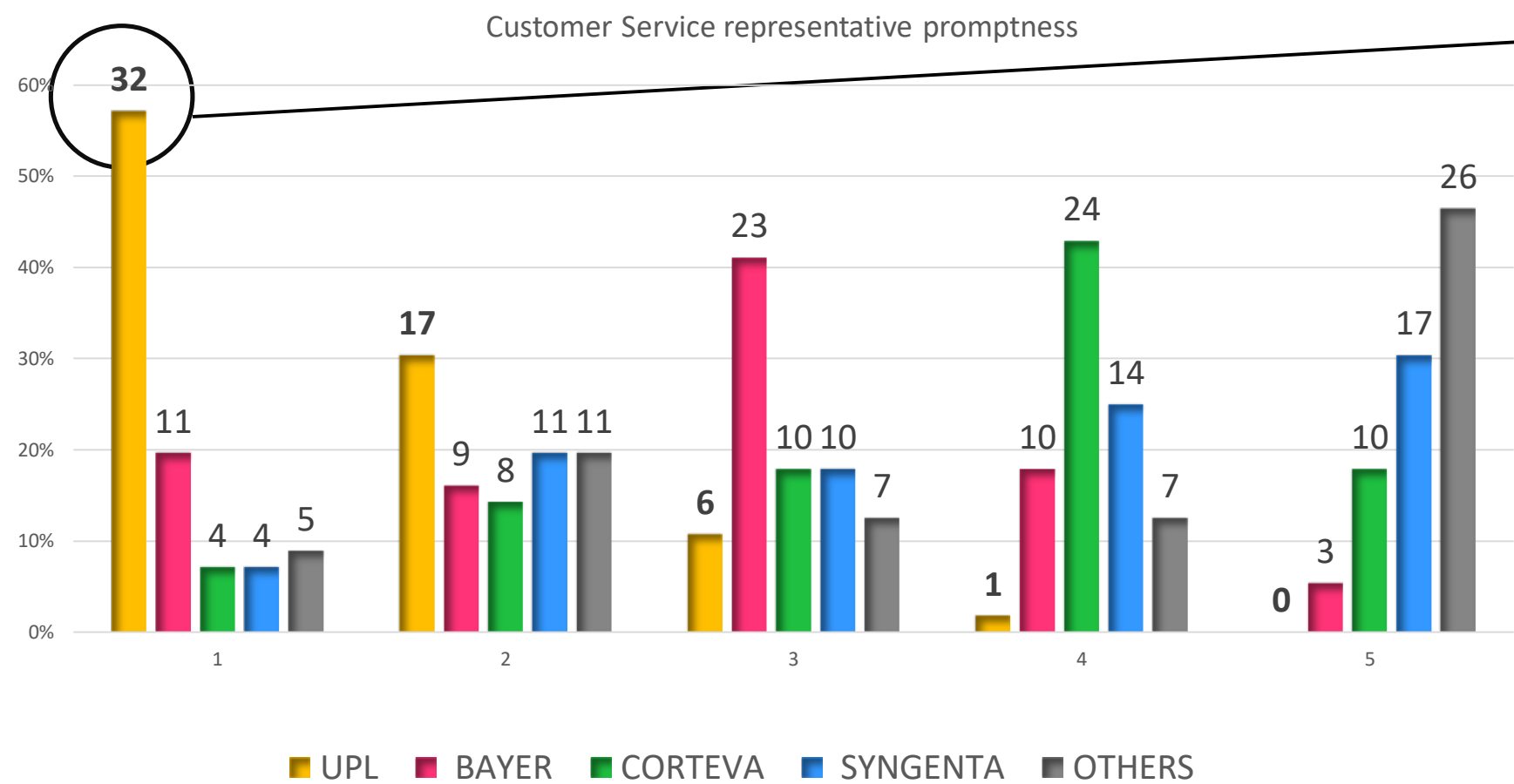
Preferred Business Partner



50% of respondents preferred UPL as their first preference in terms of preferred business partner as compared to Peers.

The values on the top of bars show the count of people who gave the particular preference to the company

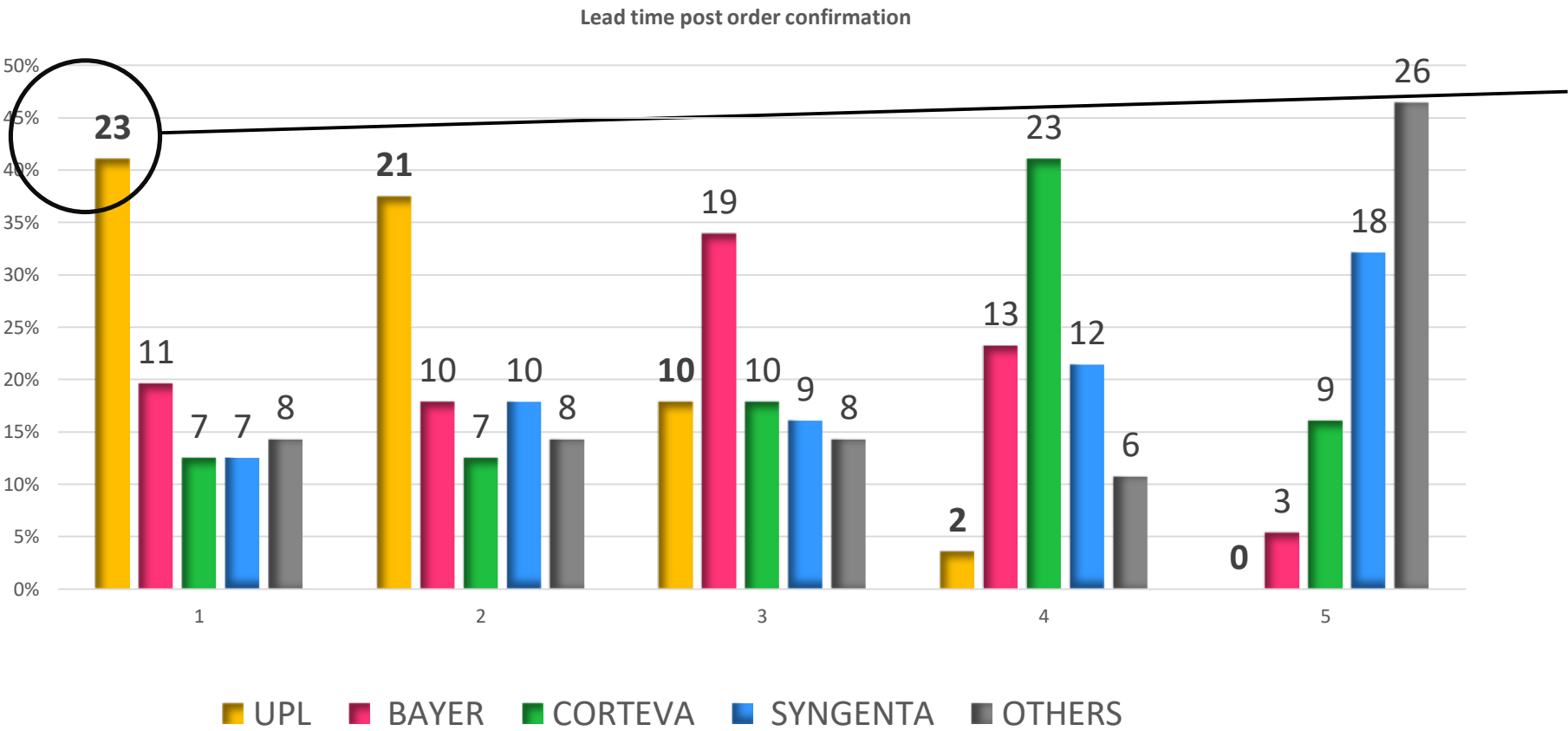
Customer Service Representative Promptness



Overall 57% of respondents preferred UPL as their first preference in terms of customer Service Representative promptness

The values on the top of bars show the count of people who gave the particular preference to the company

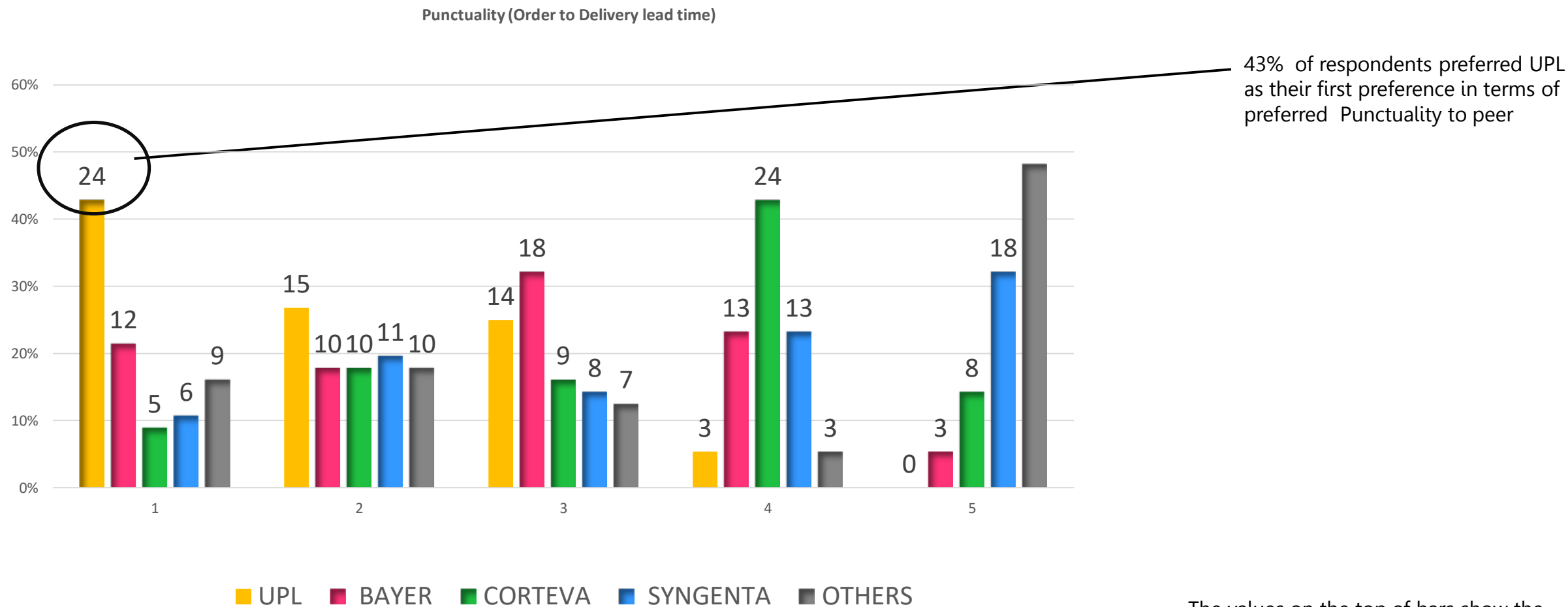
Lead time post order confirmation



41% of respondents preferred UPL as their first preference in terms of lead time post order confirmation.

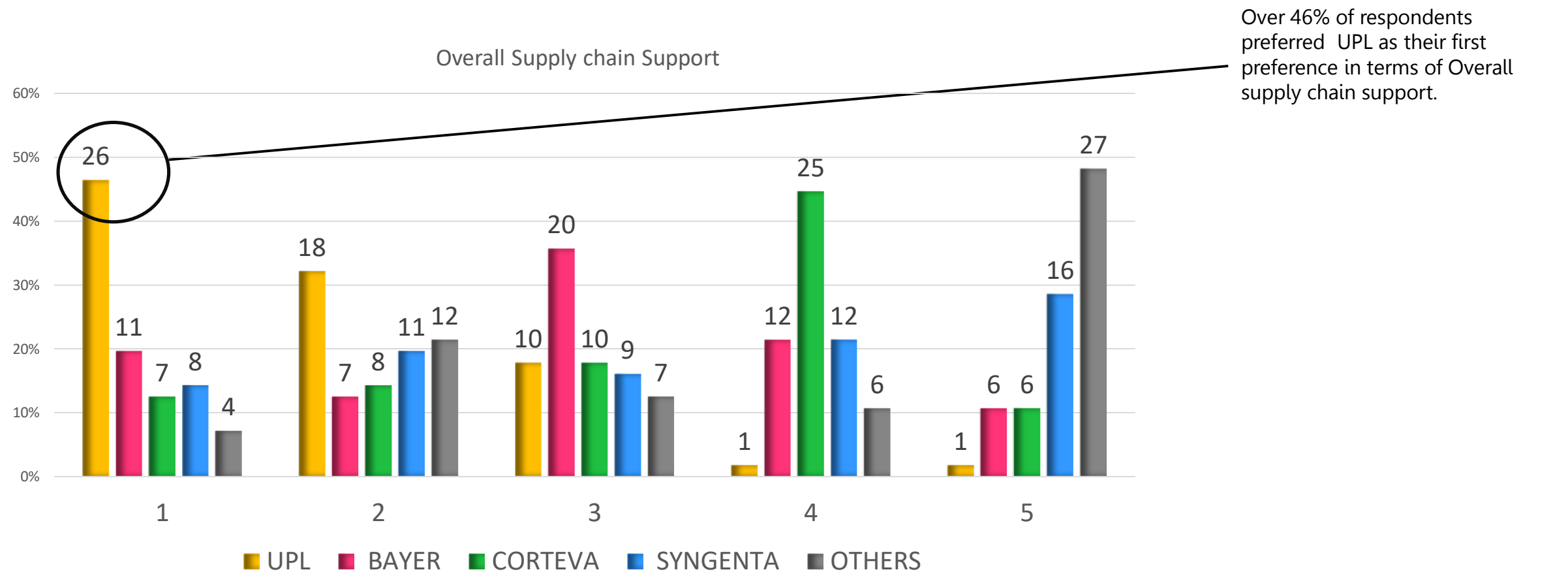
The values on the top of bars show the count of people who gave the particular preference to the company

Punctuality (Order to Delivery lead time)



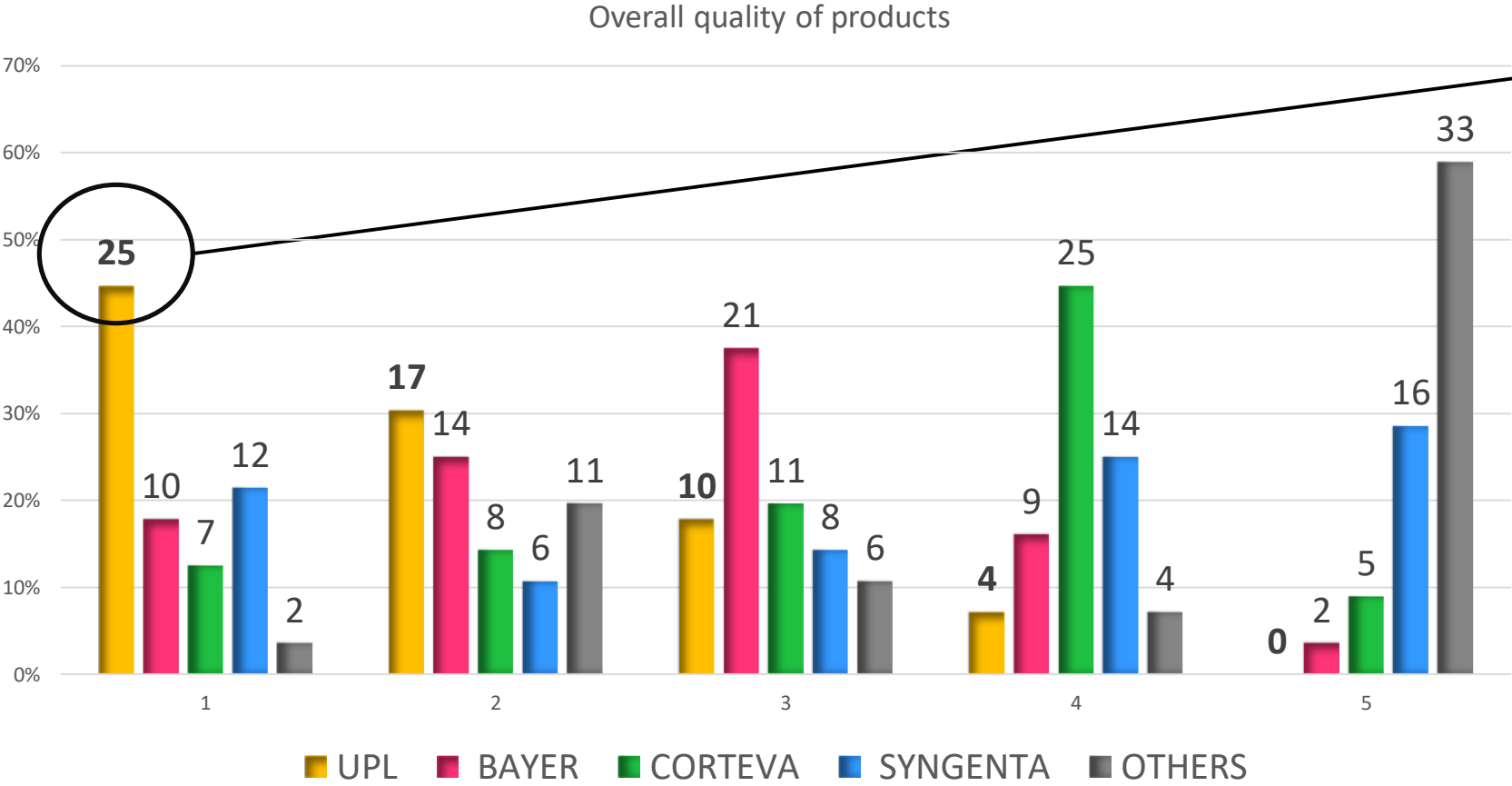
The values on the top of bars show the count of people who gave the particular preference to the company

Overall Supply Chain support



The values on the top of bars show the count of people who gave the particular preference to the company

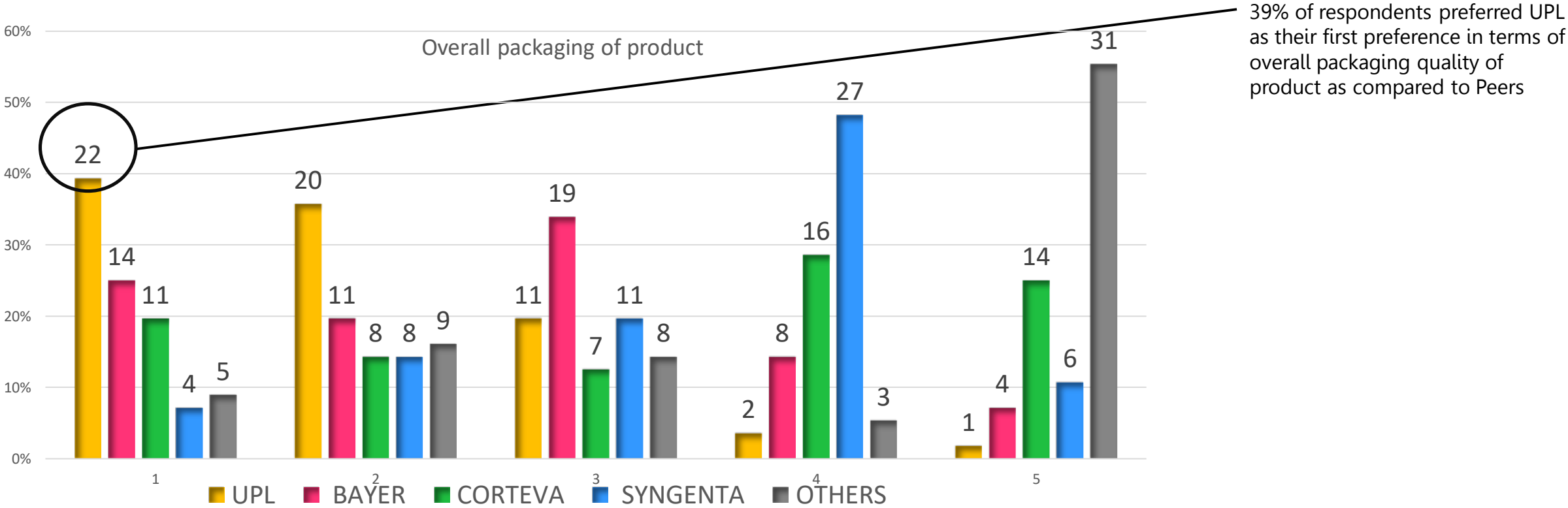
Overall Quality of Product



Over 454% of respondents preferred UPL as their first preference in terms of overall quality of product as compared to Peers.

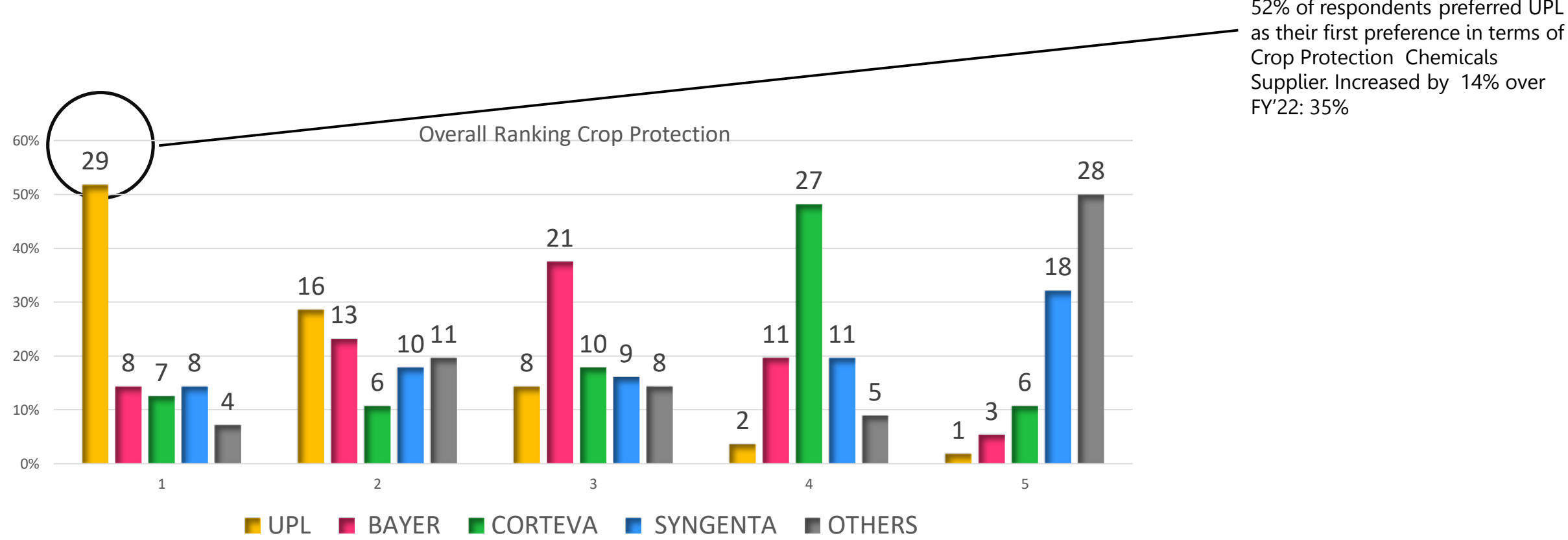
The values on the top of bars show the count of people who gave the particular preference to the company

Overall Packaging Quality of Product



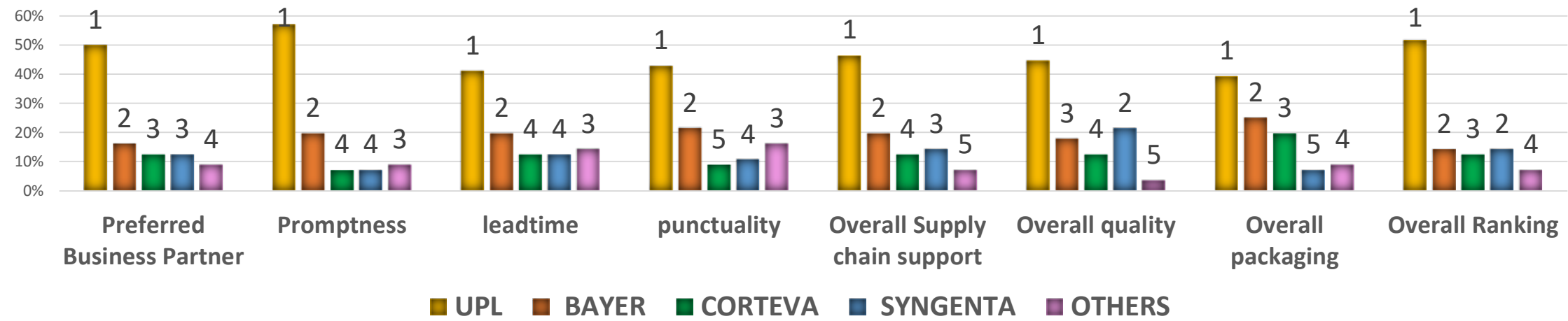
The values on the top of bars show the count of people who gave the particular preference to the company

Crop Protection Chemicals Supplier Ranking



The values on the top of bars show the count of people who gave the particular preference to the company

OVERALL RANKINGS



	UPL	BAYER	SYNGENTA	OTHERS	CORTEVA
FY'24-25 Overall Ranking	1	2	3	4	4
FY'23-24 Overall Ranking	1	2	3	4	5

STRENGTHS & WEAKNESSES

DELIVERY PERFORMANCE

% Strength	Punctuality	Quality of Packaging	Product Labeling	Documents (Accuracy)	Timely Submission of Documents	Transportation Condition	Product Code Creation	Artwork Development	Understanding of SAP systems

Direct Customers

FY 2024-25	80%	93%	100%	88%	80%	91%			
FY 2023-24	83%	97%	98%	91%	90%	97%			

Subsidiary Customers

FY 2024-25	60%	87%	96%	83%	68%	94%	50%	66%	90%
FY 2023-24	66%	83%	94%	87%	77%	89%	44%	64%	89%

STRENGTHS & WEAKNESSES

QUALITY OF UPL PRODUCTS & SERVICES PERFORMANCE

% Strength	Quality Of Products	Resolving Problems & Issues Timely & Satisfactorily	Handling quality complaints efficiently	Overall Supply Chain support to your products	Overall forecasting process
Direct Customers					
FY 2024-25	100%	91%	93%	93%	89%
FY 2023-24	98%	94%	94%	93%	92%
Subsidiary Customers					
FY 2024-25	95%	81%	85%	86%	87%
FY 2023-24	96%	85%	87%	80%	85%

STRENGTHS & WEAKNESSES

CUSTOMER SERVICE PERFORMANCE

% Strength	Politeness & Courtesy	Order acknowledgement within 48 w.hours from PO date	Timely complaints resolution	Proactive communication on supplies for orders placed to UPL)	Satisfactory answer to queries raised by you	Knowledge of products & services	Understanding for region / country requirements
Direct Customers							
FY 2024-25	100%	95%	91%	89%	96%	96%	
FY 2023-24	97%	97%	93%	96%	94%	98%	
Subsidiary Customers							
FY 2024-25	95%	87%	82%	78%	85%	96%	90%
FY 2023-24	96%	90%	91%	82%	89%	98%	



THANK YOU