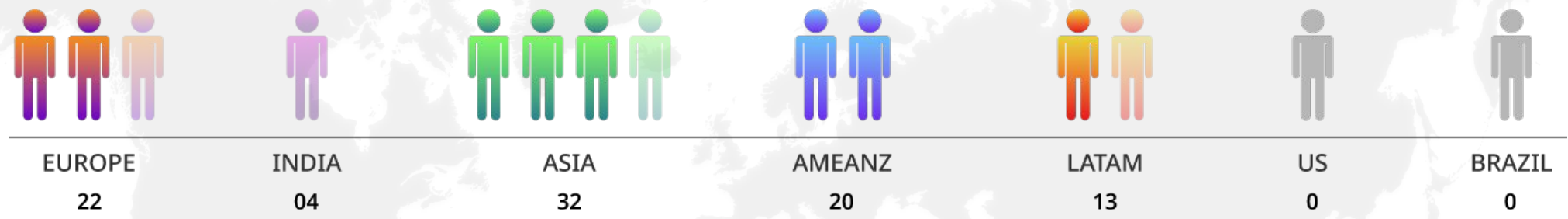


# CUSTOMER SATISFACTION SURVEY

## 2021 - 22

## Direct Respondents



## Subsidiary Respondents



ANALYSIS

# Three Sub Parameters



# Delivery Performance

# Delivery Performance (Direct Customers)



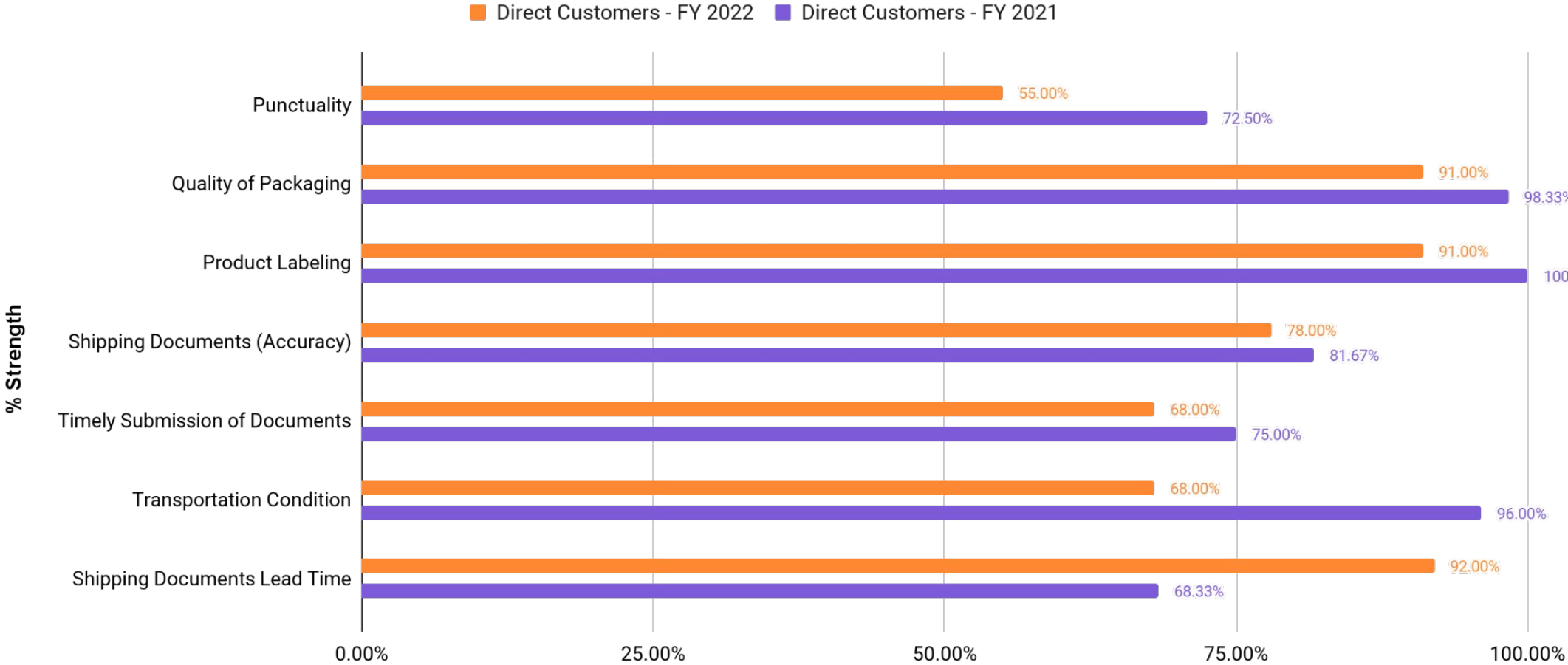
## Parameters

1. Punctuality (Order to Delivery lead time)
2. Quality of Packaging (Primary/Secondary/Tertiary)
3. Product Labeling
4. Shipping documents accuracy (document completeness, information correctness)
5. Timely submission of shipping / Billing / COA documents
6. Shipping documents Lead time prior to vessel arrival at destination
7. Transportation condition: (Palletization/container/container load)

## Point Ordinal Scale

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

### Delivery Performance (Direct Customers) - FY 2021 - FY 2022





# Delivery Performance (Subsidiary Customers)

## Parameters

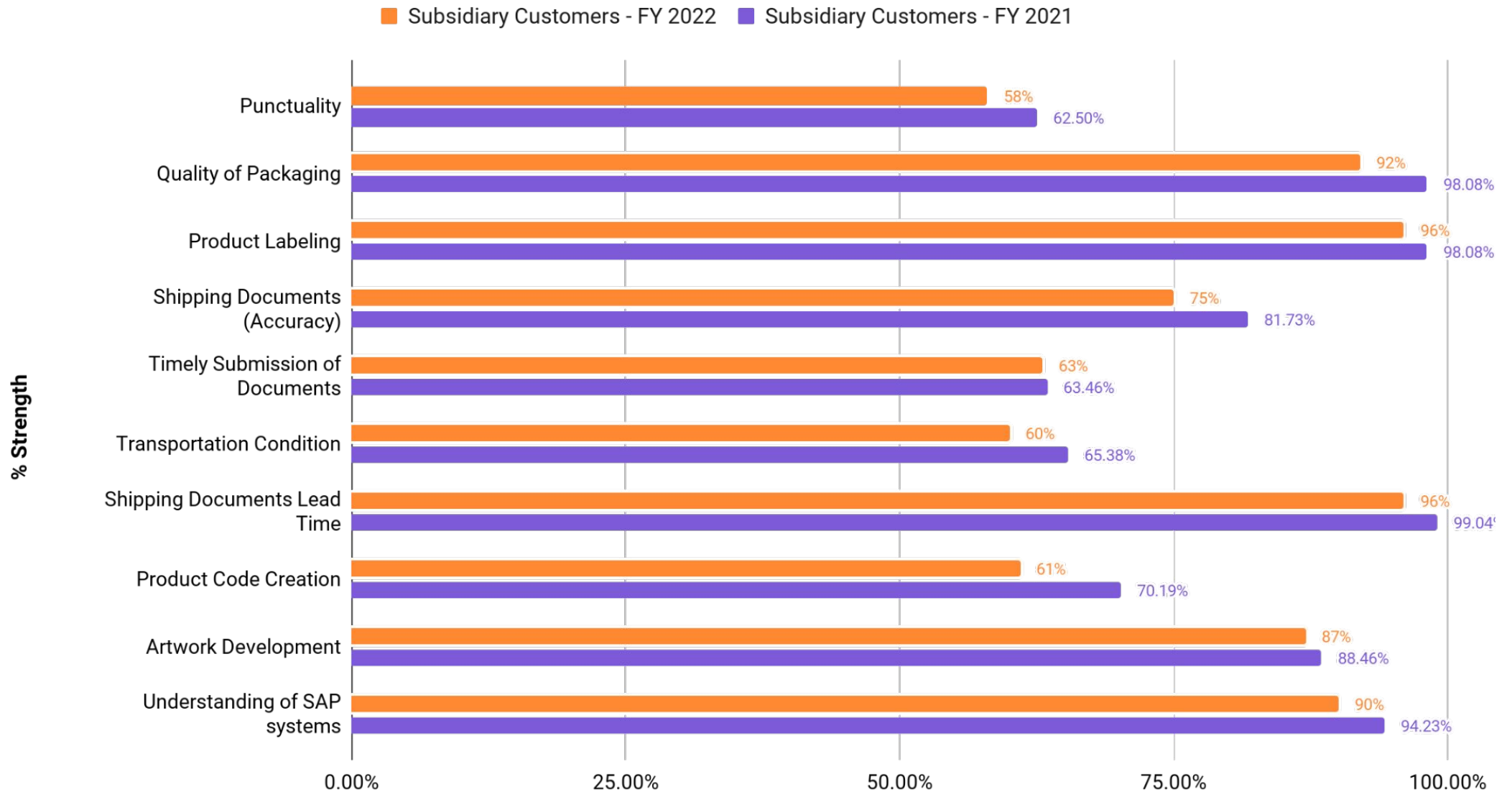
1. Product Labelling
2. Transportation condition : (Palettisation/container/ container load)
3. Drum / Packaging Conditions
4. Shipping Docs. (Timely Submission)
5. Shipping Docs. (Accuracy)
6. Punctuality (Delivery on time)
7. Product Code Creation Lead time from Request raised
8. Artwork development Lead time from Label sent (Pouches & Labels)
9. Understanding of SAP Systems & Processes after Commercial Operations Workshop
10. Shipping documents Lead time prior to vessel arrival at destination

## Point Ordinal Scale

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



## Delivery Performance (Subsidiary Customers): FY 2021 - FY 2022





# Quality of UPL Products & Services

# Quality Of UPL Products & Services Performance (Direct Customers)

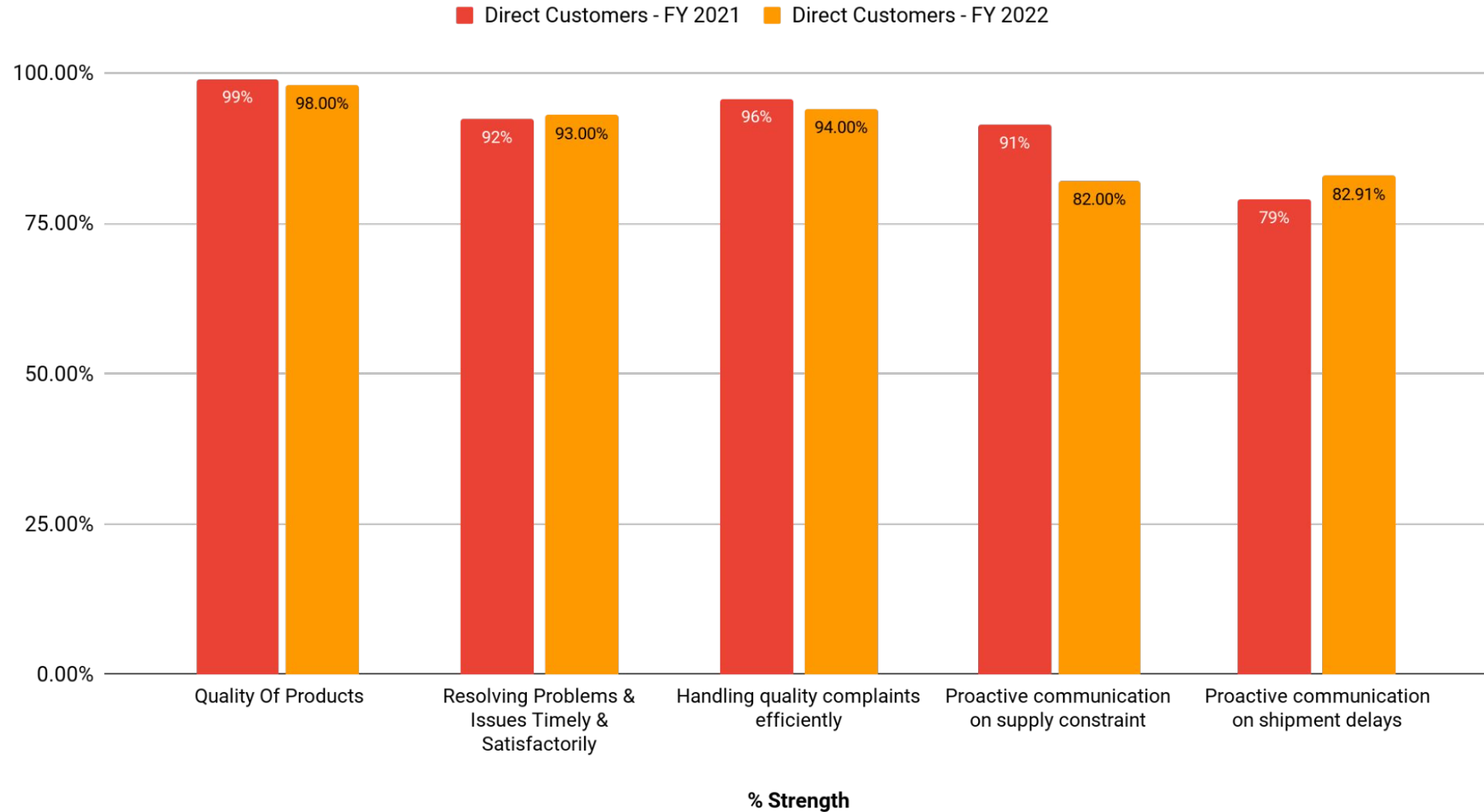
## Parameters

1. Quality of products
2. Resolving problems and issues timely and satisfactorily
3. Handling quality complaints efficiently
4. Proactive communication on supply constraints
5. Proactive communication on shipment delays

## Point Ordinal Scale

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

## Quality Of UPL Products & Services Performance (Direct Customers) - FY 2021 - FY 2022





# Quality Of UPL Products & Services Performance (Subsidiary Customers)

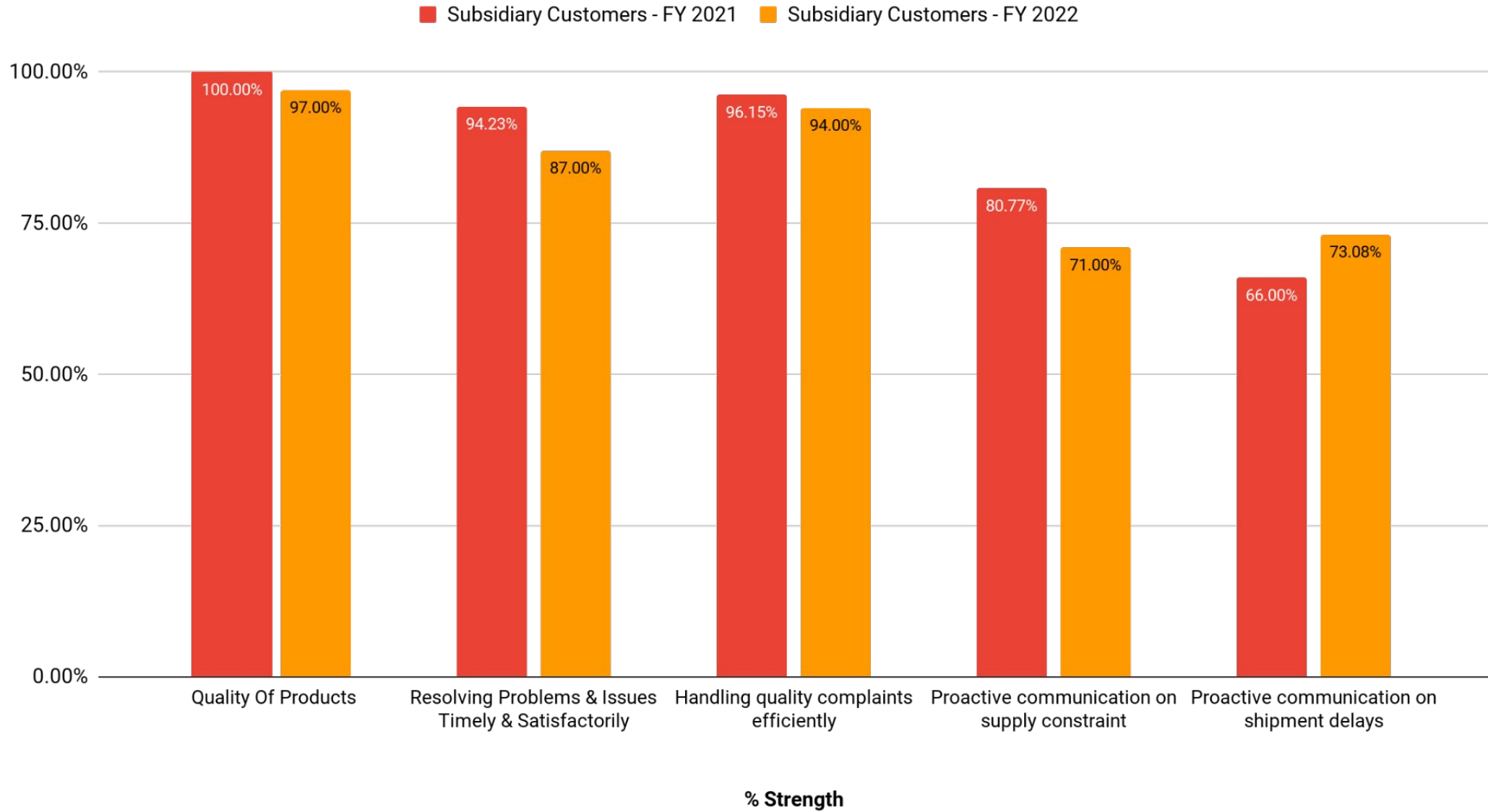
## Parameters

1. Quality of products
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4. Proactive communication on supply constraints
5. Proactive communication on shipment delays

## Point Ordinal Scale

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

## Quality Of UPL Products & Services Performance (Subsidiary Customers) - FY 2021 - FY 2022



# Overall COT Performance



# Overall Cot Performance (Direct Customers)



## Parameters

1. Politeness & Courtesy
2. Send order confirmation within 7 days of order request
3. Clarity in Communication
4. Propose Solutions / Advices Proactively
5. Respond promptly to requests / Complaints
6. Timely resolution / update of changes
7. Knowledge of products and services
8. Satisfactory answers the queries raised by you

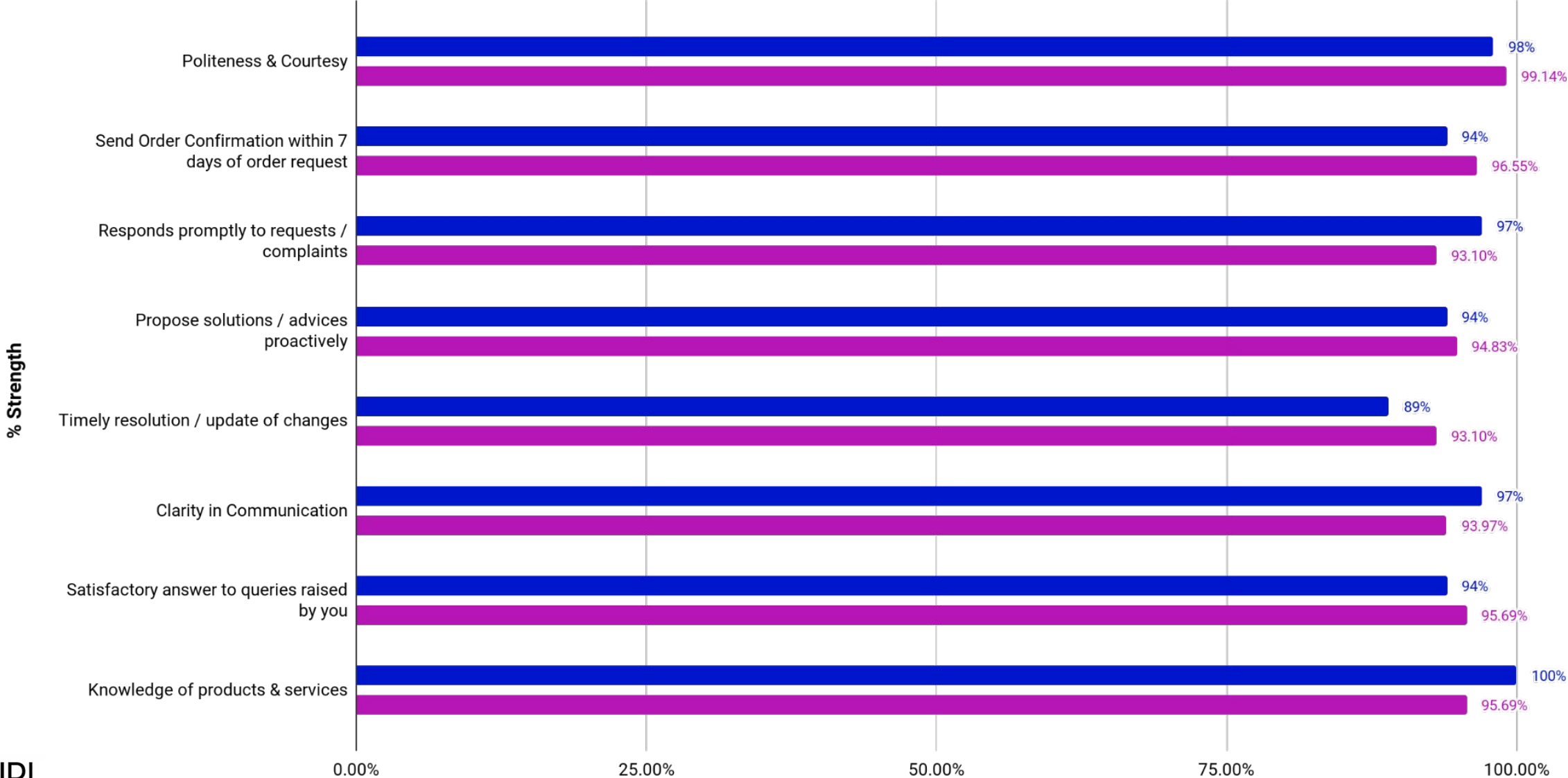
## Point Ordinal Scale

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



# Overall Cot Performance (Direct Customers): FY 2021 - FY 2022

■ Direct Customers - FY 2021 ■ Direct Customers - FY 2022





# Overall Cot Performance (Subsidiary Customers)

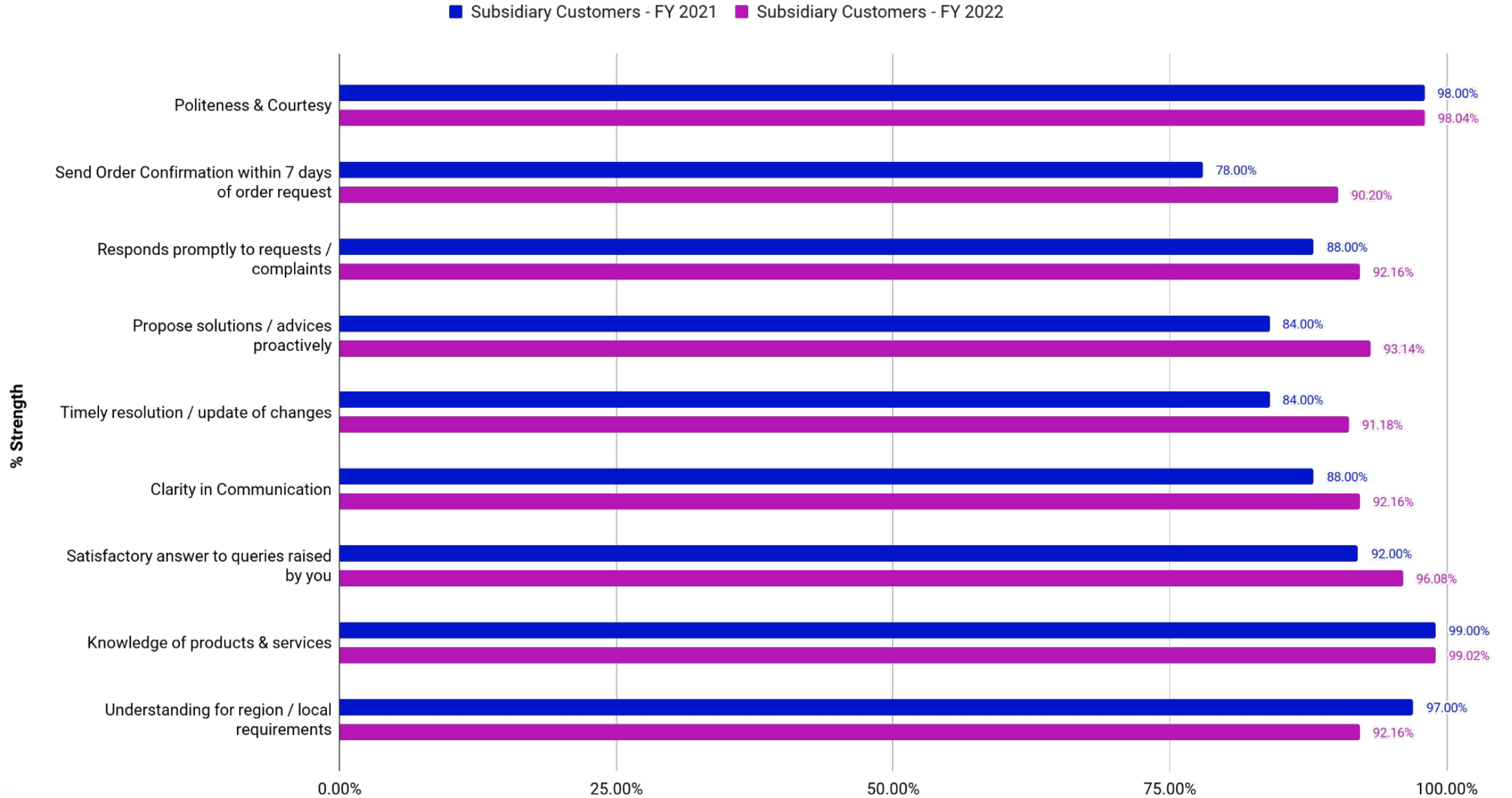
## Parameters

1. Politeness & Courtesy
2. Send order confirmation within 7 days of order request
3. Respond promptly to requests / Complaints
4. Propose Solutions / Advices Proactively
5. Timely resolution / update of changes
6. Clarity in Communication
7. Satisfactory answers the queries raised by you
8. Knowledge of products and services
9. Understanding for region / local requirements

## Point Ordinal Scale

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

## Overall Cot Performance (Subsidiary Customers): FY 2021 - FY 2022



# Direct Customers



We're happy on the services they provide. All documents submitted were in order.

**Kemistar Corporation**  
Philippines - ASEANZ



Active, high responsible, clear communication, good support.

**Cam Agriculture Import Export.,Ltd**  
Cambodia - ASEANZ



Good service. Keep up the good communication.

**SINON Corporation**  
Taiwan - ASIA



They are efficient in operation and flexible.

**Japlan**  
Sri Lanka - INDIA



Communication is clear and concrete.

**Farmagro SA**  
Peru - LATAM



Thank you for all the team which is trying to do its best.

**RIVALE**  
Algeria - EUROPE

# Subsidiary Customers



Commercial Operations Support is very responsive and gets back to you in a timely manner with answers.

UPL - NAM



Good support in delivering Country numbers.

UPL - MALAYSIA



Commercial Operations Support was earlier handling Commercial operation for entire Europe till July/ Aug FY'22. Later In Aug new assignment given on Demand planning and getting improvement. Very good support also in new role.

Regional SCM Head - EUROPE



Commercial Operations Support is a great support to us, he is very clear with the information, he is helpful, and has good predisposition.

UPL - BOLIVIA

# Subsidiary Customers



Commercial Operations Support team is very knowledgeable and helpful, the OSR report is very well presented.

UPL SA (PTY) LTD - SA



It is such a privilege to work with Commercial Operations Support. It is really great to have such a knowledgeable contact that you can ask something and it get's resolved promptly.

Regional Business Head - AME



Overall strong support from Commercial Operations Support after taking over the ASEANZ region. Quarter ends especially were impressive in terms of coordination and deliverables.

Regional SCM Head - ASEANZ

# Improvement



Overall satisfactory. We need to standardize timelines to submit final documents to the respective countries at least a week before ETA.

Regional SCM Head - ASEANZ



Good relations with all customer service in India, just need to improve the lead time for invoicing and communication document.

SCM Manager - WECA



Need to invest in system in order to provide visibility on products availability, dispatches, etc.

Head of SCM & Operations - BRAZIL



Order confirmation and follow up process has been improved, but still requires some improvements.

Supply Chain Manager - UPL UKRAINE LLC



Spend more time understanding the issues/challenges with the team.

Global Business Lead - UPL NAM



Over-all really good job is being done by India Commercial Operations Team however, we still need improvements.

Head of SCM - UPL TURKEY





Thank You