

## **Customer Relationship Management and Responsibility**

The company conducts its business responsibly and places great importance on building strong relationships with customers. It is committed to delivering high-quality, ethical products and services that meet customer expectations while welcoming feedback to continuously improve and develop its operations. These efforts aim to strengthen customer confidence and satisfaction in the long term.

### Goals

- Reduce customer complaints and increase product and service satisfaction by 20% by 2027.

### Strategies

- Expand and enhance channels for product and service accessibility.
- Improve and develop customer complaint management to elevate service quality.

### Performance Results

In 2025, the company received customer satisfaction survey results showing that 41.7% of respondents rated their satisfaction level as high. The company remains committed to continuously improving and enhancing service quality to meet customer expectations and achieve maximum satisfaction in the long term.

### Support for Sustainable Development Goals (SDGs)



Good Health and Well-being



Partnerships for the Goals

### Management Approach

The company places great importance on managing customer relationships and responsibilities by operating with transparency and delivering high-quality products and services using modern, standardized technology that meets customer expectations. It continuously listens to customer feedback to improve operations while ensuring strict compliance with data protection and relevant laws. These practices aim to build trust, satisfaction, and long-term relationships with customers.

The company has established multiple channels for receiving customer complaints and feedback through its vending machines. Customers can scan the QR Code, add LINE: @sunvending, or contact the Call Center using the information displayed on the vending machine.

### Related Stakeholders

#### 1. Customers/Consumers

- Receive quality products and services from the company.
- Provide feedback and suggestions regarding the company's products and services.

#### 2. Employees/Management

- Handle feedback and complaints efficiently to drive continuous improvement in product and service quality.

#### 3. Business Partners

- Manage relationships with partners to ensure effective product and service delivery to customers.

#### 4. Government Agencies

- Oversee business operations related to customer responsibility to ensure compliance with regulations.