



"Our team has no apathetic players; people are always ready to come over to plunge into work. A team for me is not only a group of colleagues, we all share the same feeling of love for our clients, desire to help and sense of responsibility. Every month we evaluate clients' satisfaction. We take a random sample that shows the level of satisfaction from call center services. It is important that the index keeps at 90%. It is a very high evaluation, as industry's average index is 80%"

Elena Neustroeva, Head of IDGC of Urals' Client Relations Section

Our primary CRM guidelines are observation of consumer rights and interests and satisfaction of their needs. The quality of services should meet or even exceed customer expectations. Customer service centers and bureaus all over the Company provided F2F service. Internet customer support and 8-800-2001-220/8-800-2501-220 hot line support provide 24/7 remote customer services. The corporate web-site provides access to the online reception office and personal customer account.

To enhance quality and accessibility of the Company's services 20 F2F customer service centers operated during the reported period, including a newly opened F2F customer service center located at 89 Ulitsa Romana Kashina, Kulfaevo.

Our hot line customer service center has increased employee population. The Company also conducts regular meetings between management and consumers.

We have extended the functionality of a consumer's account on the Company's web-site and web-portal at (portal-tp.rf) in line with changes in relevant legislation:

- implementation of a capability to file a connection request, receive and sign a contract with an digital signature;
- arrangement of interaction with energy sales companies to prepare an energy supply contract for a filer in electronic form (with digital signature);
- implementation of a capability to pay for connection services via bank cards;
- implementation of the billing function, with required payment details entered automatically.

To arrange real-time interaction with customers we added WhatsApp and Telegram instant messengers on the corporate web-site. There is a special customer board in our Sverdloven-ergo branch, with the Permenergo and Chelyabinsk branches collaborating with the multisectoral customer board, liable for operations of natural monopolies in the Perm and Chelyabinsk regions.

To enhance accessibility of information and transparency of the Company's operations, we have posted information on the quality of service on the corporate web-site. During the reported period the Company has achieved targets of QoS indicators approved by the state regulators.

CUSTOMER SUPPORT

SUPPLIER RELATIONSHIP MANAGEMENT

Purchase activities during the reported period were regulated by the Uniform Purchase Standard⁹⁷.

The Company adheres to the following principles in building-up its purchase activities:

Principle 1: Reasonable use of special techniques to enhance the effects of market laws in each case of purchase.