

Customer Relationship Management Policy

I. Introduction

In a rapidly changing business environment, establishing and maintaining long-term stable customer relationships is the cornerstone of a company's continued success. This customer relationship management policy aims to clarify how Yingkou Zhongjie Shida Separator Co., Ltd. focuses on customers, builds and maintains long-term business relationships through deepening understanding, personalized service, continuous communication and value co-creation, and achieves win-win development for customers and the company.

II. Core Concept

1. Customer First: Putting customer needs at the core of the company's operations, ensuring that all decisions and actions are based on customer expectations.
2. Long-term Perspective: The pursuit of long-term and stable business relationships with customers, rather than short-term profit maximization.
3. Value Co-creation: Work with customers to create value and achieve mutual growth and prosperity.

III. Customer Segmentation and Positioning

1. Customer Segmentation: According to the market segmentation principle, customers are divided into different groups, and differentiated management is carried out based on factors such as their demand, purchase behavior and value contribution.
2. Customer Positioning: Define the priority and strategic importance of each customer segment to provide a basis for the company's resource allocation and service strategy.

IV. Customer Relationship Establishment and Maintenance

1. In-depth Understanding of Customers: Through market research, customer interviews, data analysis and other methods, in-depth understanding of customers' business needs, industry characteristics, development trends and other information.

2. **Personalized Service:** According to the specific needs and preferences of customers, provide customized products, solutions and services to enhance customer satisfaction and loyalty.

3. **Continuous Communication:** Establish a multi-channel and multi-level communication mechanism, keep in touch with customers regularly, timely understand customer feedback and demand changes, and adjust service strategies.

4. **Value Delivery:** Deliver value to customers by sharing industry dynamics, successful cases, professional knowledge, etc., and enhance customers' trust and dependence on the company.

V. Long-term Business Relationship Promotion Strategy

1. **Partnership:** Establish close partnership with customers, and jointly participate in project planning, product development, marketing and other activities to achieve mutual benefit and win-win.

2. **Customer Success Plan:** Tailor-made success plan for customers to help customers achieve business goals and enhance customer dependence and satisfaction on the company.

3. **Continuous Improvement and Innovation:** continue to pay attention to customer demand changes and market trends, constantly improve product and service quality, innovate business models and service methods, and maintain the company's competitive advantage in the market.

VI. Customer Feedback and Complaint Handling

1. **Establish A Feedback Mechanism:** set up a special customer feedback channel, encourage customers to put forward opinions and suggestions, collect and deal with customer feedback in a timely manner.

2. **Efficient Complaint Handling:** Establish a fast-response complaint handling mechanism to ensure that customer complaints are timely and effectively resolved to reduce the risk of customer dissatisfaction and loss.

3. **Continuous Improvement:** take customer feedback and complaint handling results as an important basis for the company to improve products and services, and constantly optimize customer experience and service quality.

VII. Summary and Outlook

This customer relationship management policy is a key guarantee for our company to achieve long-term business development. Through in-depth understanding of customer needs, providing personalized service, continuous communication and value co-creation, the company will strive to build and maintain long-term stable customer relationships and achieve common development of customers and the company. In the future, the company will continue to optimize its customer relationship management policy to adapt to market changes and changing customer needs, laying a solid foundation for continued success.

Yingkou Zhongjie Shida Separator Co., Ltd

January 5, 2024