

润心为您

第三章 竭诚服务

CHAPTER III. DEDICATED SERVICE

华润水泥以客户至上为原则，秉承诚实守信的核心价值观，严守商业道德，竭诚为客户提供优质服务。通过加强客户沟通，悉心维护客户和消费者权益，满足并超越客户期望，提升客户满意度。

We wholeheartedly provide quality service on a customer-oriented principle, whilst upholding the core values of integrity and strictly abiding by business ethics. By improving communications with customers and taking the utmost care of the rights and interests of our customers and consumers, we have met and exceeded our customers' expectations with a better customer satisfaction rate.



（一）保障客户权益 / Protecting the Rights and Interests of Customers

在保障客户权益方面，华润水泥将客户信息纳入公司核心商业秘密范围，并依据《华润水泥控股有限公司保密工作管理规定》及《华润水泥控股有限公司商业秘密管理办法》等相关管理要求对客户信息进行严密保护。

In terms of protecting the rights and interests of our customers, CR Cement constantly treats customer data as core business secrets and in strict confidentiality pursuant to the relevant management requirements including "Regulations on the Management of the Confidentiality Work of China Resources Cement Holdings Limited" and "Management Measures on Trade Secrets of China Resources Cement Holdings Limited".

· 按合同规定交付 / Delivery in accordance with contractual requirements

华润水泥严格依照《合同法》的相关法律法规制定购销合同，并严格按照合同要求切实履行产品交付标准，对供应产品实行严格的质量管理，确保产品的高质量。

CR Cement prepared the sale and purchase contracts in strict compliance with the Contract Law of PRC as well as other relevant laws and regulations. We effectively meet the standards of product delivery in strict compliance with the contractual requirements. Excellent product quality is ensured by implementing strict quality management on our supplied products.

· 客户信息保护 / Customer data protection

华润水泥所有客户信息独立建档，由专人负责信息的收集、归档、更新，并设定相应的信息查询权限管理。同时，信息系统中客户交易数据的查询与导出均有严密的系统权限分配管理，确保客户信息安全。

We create independent files for all customer data with designated staff in charge of data collection, filing and update. We also set up management of access rights to make enquiry on the relevant data. At the same time, to ensure security of customer data, we strictly manage the grant of access rights of making inquiries and exporting information of our customers' transactions in our information systems.

（二）贴心服务客户 / Attentive Customer Service



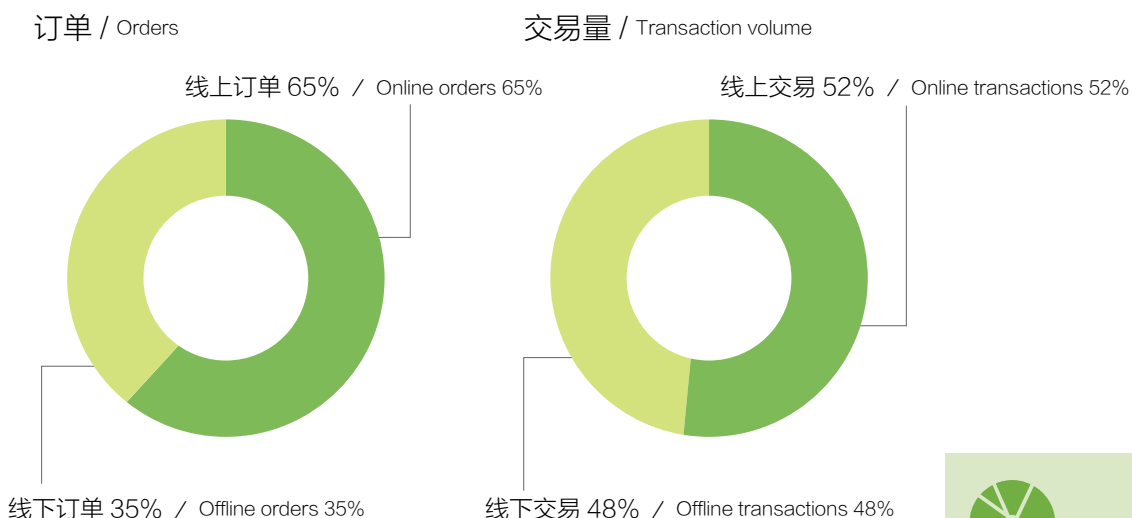
· 客户服务体系 / Customer service system

1. 客户下单及物流信息化建设 / Digitalization of customer orders and logistics

2017年销售移动APP(应用程序)系统在广东大区正式运行且效果良好，可为客户提供快速下单、余额查询、销量查询、物流查询等高效、便捷的在线服务，极大提高了客户下单效率和满意度，也增强了订单的追踪能力。

In 2017, the mobile APP (applications) for placing sales orders was officially launched in Guangdong with good results. The APP offers highly efficient and

convenient online customers services such as speedy order placing, balance inquiry, sales inquiry and logistics tracking, which has greatly enhanced the efficiency of customer order placing and capability of order tracking.



2017年，一卡通无人值守智能发运系统已在广东大区成功上线，实现了货物发运自动化、智能化，提高了发运效率，改善了客户提货体验，此系统后期将继续向其它水泥基地推广。截至2017年底，汽运调度管理系统已接入车辆1万余台，掌控运力资源，实时监控货物流向，确保为客户提供优质的物流服务。

In 2017, our unmanned "Smart Card" system was launched in Guangdong, which has achieved the automation and intelligentization of product delivery, increased the efficiency of delivery and improved our customers' experience of taking delivery of goods from us. The system will be rolled out to other cement production plants of the Company. As of the end of 2017, the truck transportation scheduling management system was connected to over 10,000 trucks, which had enabled control of transportation capacity resources and real-time monitor of flow directions of goods, for ensuring quality logistics services to our customers.



2017年大区/基地公司客服人员走访客户超

3,500名，同比增加1,400名

Customer service staff of our regional offices and production plants visited over 3,500 customers in 2017, representing an increase of 1,400 over 2016

2. 客户服务前置化 / Prepositioning customer services

围绕客户获悉产品性能波动不及时、民用混凝土施工不够规范、客户投诉预防工作不足等痛点，2017年华润水泥提出了客户服务前置化理念及一系列解决方案，致力于提供更多“事前、事中”服务工作，从而有效减少客户投诉，提高客户满意度。其中“事前支持”部分，华润水泥31家基地公司自2017年下半年开始，在原材料掺量、水泥主要指标波动超出约定范围时及时反馈至销售人员及客户，便于客户及时调整应对。“事中支持”部分，2017年大区/基地公司客服人员走访客户超3,500名，同比增加1,400名，广泛收集客户意见和建议，推动生产、销售及服务工作改善。2018年客户服务前置化项目将重点从“规范民用混凝土搅拌、施工”等方面推进。

In 2017, for effective reduction of customer complaints and better customer satisfaction, CR Cement proposed the concept of prepositioning our customer services and a series of solutions by providing more services "prior to and during" the process, in order to address the issues of late notice to customers on volatile functionality of product, inadequate standardization of concrete for civil construction and inadequate precautions against customers' complaints. In terms of "support in advance", since the second half of 2017, 31 production plants of CR Cement had been providing timely feedback to sales staff and customers when the amounts of raw material admixtures and major cement indicators were not within the agreed ranges, which made it more convenient for customers to adjust and respond in a timely manner. In terms of "support during the process", customer service staff of our regional offices and production plants visited over 3,500 customers in 2017, representing an increase of 1,400 over 2016. Customers' opinions and suggestions are widely collected to motivate work improvements on production, sales and services. In 2018, the project for prepositioning customer service will focus on the promotion of "standardization of concrete for civil use in batching and construction".



3. 客户投诉及意见处理机制 / Mechanism for handling customers' complaints and opinions

2017年, 华润水泥收到客户投诉后均在24小时内响应, 并由大区客服、基地公司质管部等专人负责处理, 投诉处理率达100%。公司每月汇总分析客户投诉问题及其意见, 从产品质量、使用性能、交付服务三个方面重点跟进, 并针对多发、集中发生的问题成立专家小组重点攻克, 不断提升产品质量, 改善客户体验。

In 2017, we designated professional staff from quality control department of our major regions and production plants to respond to customers' complaints within 24 hours, and achieved a handling rate of 100%. We compiled and analyzed customers' complaints and opinions on a monthly basis, and focus on following up with three aspects including product quality, performance, and delivery of services. We have set up expert teams to resolve the recurring and frequently occurred problems, for better product quality and better customers' experience.

4. 客户与消费者权益保障 / Protecting the rights and interests of customers and consumers



华润水泥秉承客户至上的经营理念, 坚持为客户提供优质产品及服务; 公司各层级人员加大客户拜访力度, 倾听客户声音。2017年, 公司进一步丰富产品种类, 新增7家基地公司生产“王牌工匠”装修水泥, 满足客户需求。

CR Cement persistently provides our customers with products and services of excellent quality on a customer-oriented operation philosophy. Staff at all levels have been visiting our major customers more frequently to listen to their needs. In 2017, to meet our customers' demand, we had further enriched our product range by getting 7 production plants to produce the renovation cement "Wang Pai Gong Jiang".

定制化提供解决方案——华润水泥（上思）有限公司

Customized solutions offered by China Resources Cement (Shangsi) Limited

2017年，广西崇左区域两个重点工程反映使用上思水泥42.5等级散装水泥打盖板时出现浮浆、气泡过多问题。上思水泥管理层、部门负责人非常重视，与崇左区域销售同事多次到工地施工现场调研，还邀请华润混凝土（防城港）有限公司实验室主任、外加剂供应商技术工程师到现场试配与问题排查，在排查工程标段使用的砂、石、外加剂等材料的同时也主动对水泥所用混合材、石膏等原材料进行排查。最后判断为工程项目所使用的砂、石及外加剂等材料与水泥相容性欠佳，上思水泥主动调整配方并试产，最后一个批次试产产品经工程项目试配证实浮浆明显减少。当月上思水泥按照该配比实现批量生产、专库存储、专供两个重点工程使用。目前，两个重点工程各标段浮浆问题已解决，客户满意度明显提高。

In 2017, we received reports from two key projects in the Chongzuo region of Guangxi that problems of laitance and air bubbles occurred when they used our bulk cement of Grade 42.5 in cover plating. The management and department heads of China Resources Cement (Shangsi) Limited ("Shangsi Cement") paid keen attention to the issues by paying several visits to the construction sites with sales associates of the Chongzuo region to carry out field research. We also invited the laboratory director of China Resources Concrete (Fangchenggang) Limited and the technical engineers of the admixture supplier to perform on-site tests and troubleshooting. Besides, we investigated the sand, stones and admixtures used in the project segments as well as the raw materials such as mixes and gypsum used in the cement. Finally, it was found that the compatibility between sand, stones and admixtures of one part and the cement of the other part was not satisfactory. Shangsi Cement took the initiative to adjust the formula and conduct trial production. Laitance of the cement produced in the last batch of trial products had been significantly decreased with the new trial formula confirmed by the construction project. In the same month, Shangsi Cement underwent mass production according to that formula, designated specific silos for storage and made exclusive supply to the two key projects. At present, laitance problem in every segment of the two key projects had been solved and customer satisfaction significantly improved.



· 客户增值服务活动 / Value-added services and activities for customers

华润水泥通过丰富的客户增值服务活动，在树立品牌形象的同时，增强客户认同度。

Through extensive value-added services and activities for customers, CR Cement has strengthened customer recognition while building a distinguished brand image.

润丰品牌周年庆

Anniversary of Runfeng Brand

2017年6月28日，为庆祝润丰品牌正式启用一周年，华润水泥举办了“润丰品牌周年庆”活动，各大区同步开展。周年庆活动邀请近90家客户代表出席，参与人数逾1,500人。

On 28 June 2017, in order to celebrate the first anniversary of the official launch of the Runfeng brand, CR Cement organized the event "Anniversary of Runfeng Brand". It was launched simultaneously in all our operating regions. Representatives of about 90 customers were invited, and over 1,500 people were in participation of the event.



2017年6月28日华润水泥“润丰品牌周年庆”活动
CR Cement's "Anniversary of Runfeng Brand"
event held on 28 June 2017

“润丰水泥”主题推广

Themed promotion of "Runfeng Cement"

2017年各大区开展“润丰水泥”主题推广，以组织或冠名的形式举办“抢一”（针对春节第一波复工所开展的一系列促销活动）、“送温暖”、“送清凉”、促销活动、关键用户活动、客户答谢、客户座谈会等多形式客户活动近70场，为客户提供了丰富的增值服务。

In 2017, themed promotion of "Runfeng Cement" was rolled out in all our operating regions. To provide extensive value-added services to our customers, we organized or sponsored approximately 70 customer events in various forms, including the "first grab" (a series of promotional events for the first wave of resumption of construction after the Chinese New Year), events themed with "gifting warmth" and "gifting coolness", promotional events, events for key users, customer appreciation meetings and customer seminars.



2017年3月3日广东大区2016年度客户答谢会

The 2016 Customer Appreciation Meeting in Guangdong on 3 March 2017.