



# ALEATICA

## DSA-POLI-02 EXCELLENCE IN SERVICE POLICY

**Policy assigned to:**

Sustainability and  
Customer Attention  
Function

**Revised by:**

Global Operations Function

**Approved by:**

Date: April 30<sup>th</sup> 2021  
ALEATICA's Board of Directors

**Scope:**

This shall apply to all of the companies in which ALEATICA SAU or ALEATICA SAB have a controlling interest. For those companies in which ALEATICA has an interest and where it has appointed a member of its governing body, such members shall propose that measures be taken which are similar to those stated herein and shall report to the keeper of this document on whether the investee company has taken measures that are comparable to those established here or adopted the latter.

**Document classification** Public

**Changes tracking**

Review	Section	Brief description of the change

**Related and applicable documentation**

Code	Name of document
	Code of Ethics
	Anti-corruption Policy
DOS-POLI-01	Safety Policy
RHS-POLI-01	Human Rights Policy
RHS-POLI-02	Human Resources Policy
DPM-POLI-01	Regulatory and Quality Control Policy
DAJ-NORM-04	Personal Data Protection Norm

## SERVICE EXCELLENCE POLICY

At ALEATICA, our priority is to care for and attend to our customers. People are our reason for being and that is why we apply a systemic and innovative approach that allows us to provide a high level service. We have developed a comprehensive vision of the requirements and needs of our customers and we work to anticipate the continual evolution of the service demands, through our different means of contact and process improvements, pushing technology forward and providing an excellent service in our customer's travels.

The principles that guide us at ALEATICA are:

- Our customers are at the centre of ALEATICA's operations in each Business Unit, for that reason it is important to ensure compliance with the applicable regulations and legislation, including the protection of personal data.
- Develop strategies that anticipate our customer's needs so that we are proactive in addition to reactive.
- Implement business strategies that build loyalty with our customers and attract new ones.
- Provide a service to ALEATICA's customers that makes them to feel safe, confident and surprised by excellence in service, at each point of a safe, comfortable, and fast trip that facilitates the use of ALEATICA's roadways.
- Add value to all ALEATICA's stakeholders, such as customers, communities, shareholders, employees and third parties, by providing an excellent mobility service through our infrastructure.

To operate based on the principles described above, at ALEATICA we have adopted the following commitments:

1. Guarantee the right recognition and treatment of customer needs through the different means of contact available, providing an omni-channel experience with excellence in the attention and resolution of customer's needs.
2. Monitor and analyse qualitative and quantitative sociodemographic information from the different sources of information that ALEATICA has access to, to develop projects and programs that meet the most important needs of our customers.
3. Generate an ALEATICA brand experience through loyalty programs, commercial marketing, advertising, and innovative campaigns that contribute to the evolution of our mobility service.

4. Develop an integrated customer experience culture among our employees through *Customer Journey* methodology training, listening to the voice of the customer, identifying their profile and their needs in order to improve the service and the level of customer satisfaction.
5. Coordinate with the Operations and Technical Function reviews on the roads to provide a safe service and with an infrastructure that facilitates the journey of users.
6. Establish awards for employees to encourage them to contribute to create a work environment that is healthy, pleasant and competitive, where human talent and a sense of belonging are the engines of productivity.
7. Define and monitor customer experience indicators and develop dashboards for visualizing this information, such as reports and statistics, to be accountable with our stakeholders regarding the management of their needs.