



for a mobile generation

# Treating Customers Fairly Strategy Statement

## 1.Strategy and Behaviours

- Treating customers fairly is of the highest priority to us in every aspect of our business.

As our resellers and representatives, we expect you to be of the same opinion and do everything possible to ensure that each and every action and decision taken by you as a company ensures the fair treatment of all customers.

## 3.Financial Promotions and Marketing

- We will provide appropriate information in a way that aims to be clear, fair and not misleading.
- We will market our products and services to the appropriate target markets.
- We will market our products and services to customers in a responsible manner.
- We will ensure that our marketing and advertising is honest, open and transparent with clear, accurate and proportionate disclosure.

We expect you to do the same.

## 4.Sales Process

- We will ensure that sales and customer service staff have thorough training on all products they sell.
- We will ensure that customers are provided with clear information about our product and are kept appropriately informed before, during and after point of sale.
- We will ensure that we communicate product and service information to our target consumers in a meaningful and timely manner.

To this effect we are happy to offer any assistance that you may need to ensure that your sales process is of the same quality and standard and that all customers are fairly treated.

## 5.Aftersales Information and Services

- We will ensure that our after sales service is both of an acceptable standard and as we have led our customers to expect.
- We will actively encourage customer feedback on all our products and services at every stage of the customer journey.
- We will monitor and record all customer feedback on our third party service providers and continually audit their service levels.

We expect your after sales service to be of a similar standard.

## 6.Complaint Handling

- We will identify common underlying causes of complaints and take actions to eliminate the root cause.
- We will ensure that customer complaints are assessed fairly, promptly and impartially.

We expect you to refer all complaints to us as soon as they are received and if it is within your authority to do everything possible to resolve the situation for the customer as swiftly as possible.