

 SAFETY DYNAMICS	CUSTOMER RELATIONS SATISFACTION AND COMPLAINT MANAGEMENT PROCEDURE	Document Number	PR-79-01
		Publication Date	29.03.2024
		Update Number	5
		Update Date	10.09.2025

1. AIM

The purpose of this procedure is to review service complaints submitted to customers by our laboratory, define the actions to be taken to resolve them, and evaluate them by providing customer feedback through methods such as visits, surveys, etc.

2. SCOPE

It covers measuring the satisfaction of all customers who have received service from our laboratory and all channels through which requests, questions, feedback and complaints from customers are received (e-mail, telephone, face-to-face meetings, forms sent via the website, etc.).

3. DEFINITIONS

- **Customer:** A natural or legal person who has purchased or is considering purchasing products or services from our company.
- **Complaint :** A statement by the customer expressing dissatisfaction that their expectations regarding our company's products, services or processes have not been met or that they have experienced a problem.
- **Deadline :** Specified time

4. RESPONSIBILITIES

From the implementation of this procedure

- SAFETY DYNAMICS Senior Management
- Test Engineer
- Includes Test Technician and Safety Dynamics employees.
- Person evaluating the complaint: Laboratory director, General Manager, Quality Manager if there is one.

5. REQUIREMENTS

Collecting Customer Feedback:

- Suggestions and thanks from customers are evaluated just like complaints and used to improve processes.
- Feedback should be collected through designated communication channels (phone, email, website contact form, social media, physical office visit, etc.).

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Test Engineer	General Manager

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Receiving and Recording the Complaint:

- **FR-79-01 Customer Complaint Form** should be created
- Every complaint from customers should be listened to/read quickly and politely.
- The complaint recipient should send a confirmation message (e-mail, SMS) to the customer that the complaint has been received and should be informed about the average resolution time.

Evaluation and Categorization of the Complaint:

- Complaints received must be subject to preliminary evaluation.
- The subject of the complaint should be categorized according to its urgency and complexity (e.g., product defect, service failure, billing error, communication problem, etc.).
- If necessary, additional information may be requested from the customer.

Forwarding the Complaint to the Relevant Unit:

- The categorized complaint should be quickly forwarded to the relevant department responsible for its resolution (e.g., Technical Support, Sales, Accounting, etc.).
- During the referral, all details regarding the complaint and any additional documents must be submitted.

Complaint Investigation and Root Cause Analysis:

- The person evaluating the complaint must conduct a detailed investigation and evaluate the complaint.
- Analysis should be done to determine the root cause of the complaint.

6. PROCEDURE STEPS

Customer complaints:

- Customer complaints received by our company verbally, via e-mail or fax are recorded in **the FR-79-01 Customer Complaint Form** .
- The person evaluating the complaint gives a number to the complaint, discusses the complaint with the relevant unit manager and makes the necessary evaluations.
- After this evaluation, a decision is made regarding the customer complaint, if necessary, to visit the customer, to examine the complaint on-site, or to evaluate the complaint by discussing it with the relevant unit.

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- After the person who evaluates the complaint reviews and evaluates the complaint, the customer is informed of the reasons for accepting or rejecting the complaint.
- If the person evaluating the complaint detects any method deficiency regarding the situation that caused the complaint, he/she may decide to prepare a procedure in this regard or revise it if it already exists.
- In YGG meetings, customer complaints received and the work done so far are brought to the agenda by the person evaluating the complaint for evaluation.
- If three consecutive complaints are received on the same issue, corrective action is repeated frequently and, if appropriate, preventive action is initiated by the person evaluating the complaint in accordance with **the PR-87-01 Corrective and Preventive Actions Procedure** .
- When the complaint is resolved or a significant development occurs, the customer must be informed quickly and clearly through the designated communication channels (phone, e-mail).
- After the solution is presented to the customer, the level of satisfaction should be confirmed with the FR-86-02 Customer Satisfaction Survey .
- Customer information and complaint details are protected within the framework of confidentiality principles and **KVKK** (Personal Data Protection Law) .

Data is processed in accordance with the provisions of the Data Protection Law.

The complaint process is related to the table below:

Complaint Process		
AIM	To record, evaluate and resolve complaints made by internal and external customers, suppliers, personnel , stakeholders and other persons/institutions/organizations, etc., to inform the customer about the transactions performed, to ensure customer satisfaction and to contribute to continuous improvement.	
INPUTS	FR-86-02 Customer Satisfaction Survey FR-79-01 Customer Complaint Form Telephone, fax, etc. conversation records email records, Meetings with customers and meeting records, Social media Face-to-face meetings Other	Complaints can come from anywhere, from all walks of life, institutions, organizations and individuals.

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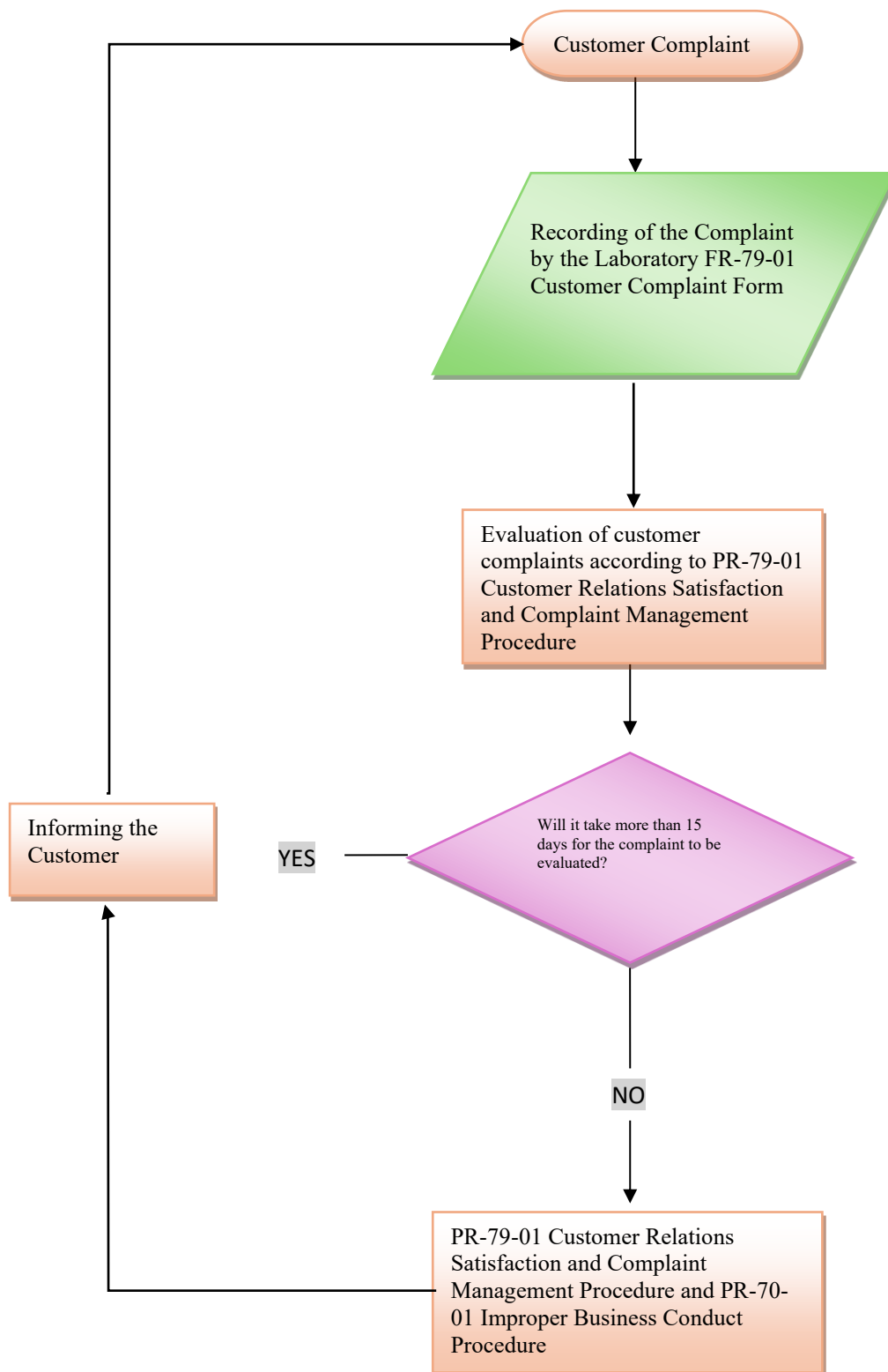
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RESOURCES	Staff, customers, stakeholders FR-86-02 Customer Satisfaction Survey Meetings	
OUTPUTS (DOCUMENTS/REC ORDINGS)	FR-86-02 Customer Satisfaction Survey FR-79-01 Customer Complaint Form FR-87-11 Corrective and Preventive Action Tracking Form FR-87-01 Corrective and Preventive Actions form	
PROCESS RESPONSIBLE	SAFETY DYNAMICS Senior Management Test Engineer Includes Test Technician and Safety Dynamics employees. Person evaluating the complaint: Laboratory director, General Manager, Quality Manager if there is one.	After complaints received via customer satisfaction survey, phone, fax, meetings or social media reach our company, the process is initiated by the person who will evaluate the complaint and inform the Safety Dynamics personnel, test engineer, test technician and senior management.
PERFORMANCE CRITERIA	Number of Complaints Received Number of Resolved Complaints Complaint Resolution Rate Satisfaction Rate	- YGG Meetings, - Reports prepared before YGG
CONTROL PERIOD	Deadline is met	Depending on the deadline determined for the process stages of the activity, the person who evaluates the complaint, Safety Dynamics Employees and the General Manager follow up the controls.
RISKS AND OPPORTUNITIES	FR-87-01 Corrective Preventive Action Form	

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AFFECTED PROCESSES	Communication Customer Service Root Cause Analysis Corrective Actions Assessing Risks and Opportunities	- To identify the affected activities and processes, - Communicating with Senior Management and relevant parties, conducting cause analysis, evaluating risks and opportunities, carrying out corrective and preventive actions, and ensuring improvements, - To put complaints, affected processes and results of the work done on the agenda of YGG, to ensure that they are discussed and recorded.	
CONCLUSION	Complaints declared by the customer are improved and the customer is informed. Customer satisfaction is confirmed with the FR-86-02 Customer Satisfaction Survey .		

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7. MEASURING AND EVALUATION OF CUSTOMER SATISFACTION

FR-86-02 prepared for our customer companies **Customer Satisfaction Surveys** are administered at least twice a year via email, visits, phone calls, website surveys, Word documents, online surveys, and other methods to measure customer satisfaction. Responses from these surveys are evaluated by the Complaint Evaluator and subjected to statistical analysis. As a result of this analysis, areas for improvement are identified, and if necessary, action is taken in accordance with **the FR-87-01 Corrective and Preventive Actions Procedure** and **PR-70-01 Improper Business Conduct Procedure**. By implementing these measures, improvements are made to increase customer satisfaction. Surveys may be conducted more than twice, if necessary, with the decision of the General Manager. The survey results are evaluated by the person evaluating the complaint. The General Manager is informed of the evaluation results.

8. PLANNING

Annual survey plans will be prepared at the beginning of each year for services and specific markets, in line with the company's operating plans and to support the customer satisfaction strategy.

In parallel with the plan, annual targets will be determined by taking the opinions of the relevant departments. The method of implementing the customer survey will be determined for each customer group by selecting one of the appropriate methods such as face-to-face, mail, telephone, e-mail, etc.

The first question in the survey will be a general satisfaction question that measures the level of satisfaction with working with our company, and the other questions will cover the quality of service provided.

Customers will be asked about our company's performance as well as the importance of each element and competitor performance.

An open question at the end of the survey will ask customers to indicate any suggestions they would like to add.

The rating scale will be yes, no and partially.

9. SURVEY APPLICATION

The FR-86-02 Customer Satisfaction Survey will be administered by the person assessing the complaint. Customers will be informed about the purpose of the survey and the methodology. Surveys will be administered every six months, and the status of the surveys will be reported. These reports will include the customers who participated in the survey and their comments.

As the surveys continue, participation rates and customer comments will be regularly communicated to the relevant departments within our company. If a customer reports a problem requiring immediate resolution during the survey, it will be addressed immediately, reviewed as part of the complaint process, and resolved to ensure customer satisfaction.

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If the reported issue is a request or suggestion, it will be evaluated at the end of the survey.

10. ANNOUNCEMENT OF RESULTS

Once the surveys are completed, the results will be reported (statistically) by SAFETY DYNAMICS and presented to those who evaluated the complaint. The results will include a customer loyalty rate, calculated as the ratio of the highest score given to the overall satisfaction question to all responses. The results will also include performance on the elements asked in the survey, the competitive landscape, and other assessments.

11. IMPROVEMENT

After the evaluation of the survey results, it will be the basis for annual improvement plans.

priorities;

- Performance compared to previous years,
- Customer priorities (issues affecting loyalty),
- Situation compared to competitors,
- It will be prepared by taking into consideration the strategic priorities of our company and improvement plans on these issues will be requested from the relevant departments.

12. INITIATING CORRECTIVE ACTIONS

Corrective actions are initiated by the relevant departments for areas of dissatisfaction identified according to priorities, based on **the FR-87-01 Corrective and Preventive Action Form** . **This process** is monitored using **the FR-87-11 Corrective and Preventive Action Follow-up Form** .

13. REVIEW AND IMPROVE RESULTS

The survey results will be reviewed by correlating them with the elements included in the survey and regularly measuring and monitoring internal performance indicators.

The impact of continuous improvement activities in internal processes on customer perception will be verified with this method.

The operation of the survey process will be reviewed at regular intervals, any deficiencies will be identified, and continuous improvement will be achieved in the process by taking corrective actions.

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