

# 4.5 Customer Relationship Management

## 4.5.1 Customer Service and Satisfaction

In terms of customer relationship and communication planning, Global Unichip Corporation aims to establish a seamless cooperative relationship through regular and irregular meetings and visits, as well as quarterly and monthly performance reviews or audits, in order to achieve consistent and cooperative results in the short-, medium- and long-term development goals and social responsibility planning of both parties. In order to serve our customers nearby, we have set up customer service offices in six regions, including Taiwan (our headquarters), China, Japan, Korea, the United States, and Europe, and set up a dedicated service window to provide support to both sides on planning and implementing policies related to environmental management, social responsibility, hazardous substance control, and conflict minerals, and ISO 9001 compliance. We not only accept third-party verification to provide necessary and sufficient information immediately to meet the needs of downstream customers and public authorities, but also cooperate with our customers' CSR programs to implement the necessary activities, investigations, confirmations, audits and related data collection.

In order to confirm customer satisfaction with Global Unichip Corporation's service quality, Global Unichip Corporation conducts customer satisfaction surveys in the first quarter of each year or at the completion of a project. Global Unichip Corporation's customer satisfaction team will not only track the specific responses from customers, but also identify the problems through precise data analysis and report them to the senior management as a guideline for the medium- and long-term operation plan.

### ▼ Taiwan Headquarters in Hsinchu City



The customer satisfaction survey for the past five years to 2022 has received a response rate of 80%, and those who are "satisfied" with Global Unichip Corporation have exceeded 90% for the past five years, with a rate of 95% in 2022. This shows that Global Unichip Corporation continues to improve its customer service performance to achieve customer satisfaction despite the evolution of technology and increasing business competition. In the 2022 customer satisfaction survey, a total of 28 customers left compliments such as "immediate response" , "proactive in dealing with problems" , "reliable supply chain protection system" , "professional technical team" , and "reliable technology and service" , which is the greatest encouragement to Global Unichip Corporation.

For customer complaints, we have established a "Customer Complaint Management Procedure" , which requires the relevant departments to reply to customers within 24 hours after receiving a customer complaint, and to achieve an on-time response rate of 90% by 2022.

