



All Business Units will regularly assess customer satisfaction level in order to increase customer loyalty and to identify cross-selling opportunities

## ***Customer Experience Group Policy***

***Group QHSSE 019-PO***

*Version 11 – January 2020*

\*Avançons en confiance

***Move Forward with Confidence\****



**BUREAU  
VERITAS**

Title:	Group QHSSE 019-PO Customer Experience	Version :	11
Code number:	Group QHSSE 019-PO	Version date :	Jan. 2020

## 1 – Purpose & Scope of Application

The present policy purpose is to define the actions decided by Bureau Veritas to assess and improve its customer experience. It is aligned with our four Corporate values:

- TRUSTED – “We are here to create trust”
- RESPONSIBLE – “We leave our mark responsibly”
- AMBITIOUS AND HUMBLE – “We demonstrate ambition with Humility”
- OPEN & INCLUSIVE – “We believe in the strength of diversity”

It applies to all Bureau Veritas operational entities and subsidiaries.

Customer satisfaction is at the heart of Bureau Veritas priorities, irrespectively of client size, location, activity and the services they receive from Bureau Veritas.

Bureau Veritas definitions of customer satisfaction:

**As one of the measurements of the performance of the quality management system, the organization shall monitor information relating to perception of the degree to which the customer’s expectations have been fulfilled.**

The main benefits associated with the implementation of this policy are:

- Direct benefit:
  - Identifying satisfaction criteria and ultimately increasing customer loyalty
  - Better understanding and anticipating innovative service solutions
- Indirect benefit:
  - Helping to identify meaningful solutions, organisation changes as necessary and differentiation factors.
  - Supporting Business Development, sales efforts and contract management

Communication of this policy is made in accordance with the “Group QHSSE 005-PO Control of Bureau Veritas documents”.

The boundaries of this policy are:

- Scope in:
  - Customer satisfaction monitoring
- Scope out:
  - Claims (litigation) and complaints management
  - Preventive and corrective action
  - Handling of non-conformity
  - Marketing studies

This Policy applies to Bureau Veritas Group, worldwide, including all Divisions, Operating Groups and support functions. Compliance is mandatory for all.

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Compliance to this requirement is expected as follows:

- Within 12 months after initial issuance
- Within 12 months after acquisition date for acquired entities
- Within 6 months after issuance of a revised version of the document

## 2 - Process Steps

### Survey coverage

Customer experience surveys must be scheduled regularly, at least once a year, with all clients of each activity. This action falls under the responsibility of the activity managers who will be supported by the sales representatives and the quality managers.

Customer experience surveys should also be organized for Group or Operating Group Key Accounts. This falls under the responsibility of the Key Account management team.

At Operating Group level, at least 30% of the customers who worked with Bureau Veritas during the year must be contacted for their experience survey. The customer is the client contact person in charge of our contract or work order. He is usually the client representative who signed our contract or work order. The survey should not be sent more than twice a year to the same 'customer' for the same type of work. The aim is to survey all customers once every three years as a minimum.

### Survey scope

Customer experience survey is managed locally by each Operating Group and when appropriate by each Region, Country or Business Line.

Operations design their own customer experience survey template adapting the questions to their needs according to the nature of their services and to the market their customers belong to.

Each survey must systematically include 2 questions common to all Bureau Veritas surveys. These 2 questions allow to build 2 Group performance indicators to report both our customer **level of satisfaction** and **loyalty**.

### Satisfaction survey

- Question  
The first question to include in all surveys is:  
→ **What is your personal global level of satisfaction?**  
*Rate from 0 to 10*
- KPIs
  - 1/ number of clients belonging to the survey scope (a)
  - 2/ number of survey sent to customers (b)
  - 3/ number of answers received (c)
  - 4/ questionnaire coverage rate (b/a)
  - 5/ answer coverage rate (c/b)
  - 6/ survey coverage rate in number (c/a)
  - 7/ Survey coverage rate in Revenue
  - 8/ Global satisfaction (average of the rating received)**

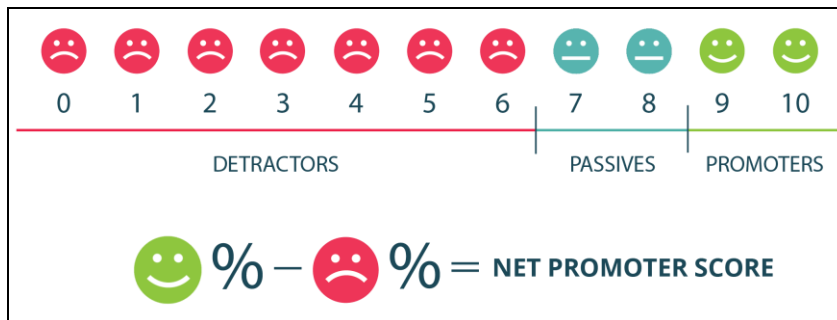
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## Loyalty survey

The loyalty survey is performed using the Net Promoter Score tool (NPS).

- Question  
The second question to include in all surveys is:  
➔ **Would you recommend Bureau Veritas?**  
Rate from 0 to 10.
  
- KPIs
  - 1/ number of clients belonging to the survey scope (a)
  - 2/ number of survey sent to customers (b)
  - 3/ number of answers received (c)
  - 4/ questionnaire coverage rate (b/a)
  - 5/ answer coverage rate (c/b)
  - 6/ survey coverage rate in number (c/a)
  - 7/ Survey coverage rate in Revenue
  - 8/ Net Promoter Score – NPS

The NPS corresponds to the % of promoters (rating 9 and 10) minus the % of detractors (rating from 0 to 6).



## Tools

Operating Groups can select the tool(s) they wish to manage and report these surveys.

Nevertheless, the Group recommend to consider Qualtrics solution already in use in France and for which the Corporate can provide support. Qualtrics makes sophisticated research simple and empowers users to capture customer, product, brand & employee experience insights in one place.

## Report to Corporate QHSSE Department

Survey shall be reported every quarter to Group QHSSE department.

## Results

Data analysis & deliverables: analysis of the survey's results.  
Manage the dissatisfaction following the Group QHSSE 004-PO.

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Follow-up of action plans following the Group QHSSE 006-PO.

### 3 – Review and Control Process

The Group Q & HSSE Statements, Policies and Procedures are reviewed annually or if a significant change occurs. This document is uncontrolled once printed.

Validation and communication are ensured according to the Group documents management process.

QHSSE Managers remain responsible for integration of this policy into their management system.

Compliance with this policy is ensured through:

- Group, Divisional, Operating Group, Regional, Country internal reviews
- External audits

Group audits will be based on the following checklist:

No.	Elements to be examined
1	Method(s) to obtain and monitor customer satisfaction is/are defined.
2	Customer satisfaction is monitored, evidences are available.
3	Results of the Customer satisfaction monitoring are analyzed and actions are taken to improve satisfaction level as appropriate.
4	Marketing and Sales are involved during the full process and benefit from the outputs of the monitoring to propose marketing actions.
5	Methods are regularly reviewed to improve the quantity and quality of obtained answers.
6	New Methods and tools to obtain and monitor customer satisfaction
7	Reporting to the group

### 4 – Associated Process Descriptions & Reference to Standards

Supporting and associated documents:

Title	Type	Location
Group QHSSE 004-PO Customer complaint management	Policy	Internal Website
Group QHSSE 006-PO Preventive & corrective actions	Policy	Internal Website

Compliance to standards:

ISO 9001:2015	5.1.2	Customer focus
	8.2	Requirements for products and services
	9.1.2	Customer satisfaction
ISO 17020: 2012	7.5	Complaints and appeals
	7.6	Complaints and appeals process
ISO 17021: 2015	9.8	Complaints
ISO 17025: 2017	7.9	Complaints

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## 5 – Document Validation and History

### Validation:

	Proposal	Verification	Approval
<b>Name</b>	Marc Boissonnet		
<b>Function</b>	EVP Corporate & External Affairs	CSR Leaders	Executive Committee
<b>Date</b>	29/11/2019	20/12/2019	10/01/2020

### Revision History:

Version	Date	Comments
1	2005	Group reference document
2	June 2008	Alignment of policy with the Quality manual (Revision 1.1 of the 01/11/2007)
3	July 2009	Review by the TQR policy making group
4	July 2009	Update reference to ISO 9001:2000 to ISO 9001:2008
5	July 2011	Feedback from Network taken into account
6	December 2015	Combination of Q & HSSE
7	December 2016	Alignment on ISO 9001:2015 and ISO 14001:2015
8	April 2018	Creation of a link between this procedure and complaints and CAPA
9	November 2018	Correcting revisions of Technical Standards
10	June 2019	Adding the NPS methodology
11	Jan. 2020	Integration of the NPS methodology with details to deploy