

Model „Customer First“

Our greatest objective is a stable and cooperative relationship with our customers. This creates customer loyalty which is characterised by trust and proximity.

In this, we do not differentiate between internal customers (e.g. colleagues, managers, projects) and external customers (e.g. end customers, dealers, authorities).

To achieve this objective, we act according to the following principles:

- **Honesty** (is the cornerstone of any relationship):
We communicate honestly with our customers.
- **Commitment** (creates trust):
We make binding statements towards our customers. We put our promises into action.
- **Feedback** (as an opportunity):
We quickly provide appropriate feedback. At the same time we accept all feedback from the customer in order to improve
- **Focus** (on the task):
We focus on a fast, efficient solution to the problem.
- **Customer benefit** (the focus of all considerations):
Our products and services serve to bring the customer the greatest possible benefit. We focus on the customer's success and objectives and are jointly responsible for these.
- **Positive experience** (for any customer contact):
We always keep a positive attitude in our passion for the customer. We are helpful and courteous.
- **Customer contact** (as an opportunity):
We see every customer contact as an opportunity to provide service to the customer so that they would choose TREIF again at any time and recommend TREIF to others.
- **Together** (towards our objective):
We are ONE team and support one another in achieving the joint objective.
- **Balance** (between customer and TREIF):
Our actions focus on the customer. In this, we find an appropriate balance between customer focus and the prosperity of the company. The priorities of our actions should be considered with common sense.

