

Customer Care Policy

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1. Purpose

The purpose of this Customer Care Policy is to provide a clear and structured framework for UFlex Limited (hereinafter referred to as "UFlex" or "The Company") to ensure all customers receive the highest level of service, quality, and support. This Policy establishes guidelines for addressing customer feedback, query handling, and grievance management to enhance customer satisfaction, foster transparent relationships, and continually improve customer experience.

2. Scope

The policy applies to UFlex Limited and its 100% subsidiaries. The scope of the policy applies to all customers across various segments of UFlex's business throughout India. It covers all customer interactions, from initial enquiries to post-purchase services, ensuring a consistent, professional, and responsive approach to customer care across all operations.

3. Definitions

- **Customer:** Any individual or organization that purchases or uses products or services provided by UFlex.
- **Customer Care:** The process of managing and addressing customer feedback, queries, and grievances to ensure customer satisfaction and resolve issues promptly.
- **Customer Query:** Any request or question raised by a customer related to the Company's products or services.
- **Grievance:** A formal complaint made by a customer regarding any service or product issue, requiring investigation and resolution.
- **Product Lifecycle:** The entire duration during which a product is offered by the Company, from development through usage and post-use support.

4. Policy Commitments

UFlex is committed to maintaining a customer-first approach, guided by the following commitments:

- **Timely and Professional Response:** UFlex will respond to all customer feedback, queries, and grievances in a professional, responsible, and timely manner.
 - **Response Timeframe:** Customer queries will be acknowledged within **24 hours** of receipt, and responses will be provided within **3 business days** for resolution, depending on the complexity of the issue. For grievances, a formal acknowledgment will be sent within **24 hours**, with the resolution being communicated within **7 business days**.
- **Effective Query Management:** All customer queries will be handled effectively, ensuring that customers receive the correct and necessary information. Customers will be informed of the expected response time and resolution timeframes.
- **Continuous Improvement:** The Company will track and assess its customer service processes regularly to identify areas for improvement and enhance service quality.
- **Product Development:** UFlex will develop products that align with customer expectations and evolving needs.

- **Product Lifecycle Management:** UFlex ensures clear communication with customers throughout the product lifecycle, including product updates, usage, and end-of-life services.
- **Ethical Marketing:** All marketing campaigns will be conducted truthfully and ethically, ensuring transparency in all communications regarding products and services.
- **Transparency and Information:** UFlex will provide clear and unambiguous information regarding product details, pricing, and any additional charges to maintain a transparent relationship with customers.
- **Confidentiality:** Customer information will be kept confidential in accordance with data protection regulations, ensuring it is safeguarded and used only for legitimate purposes.

5. Roles and Responsibilities

- **Customer Care Team:** The Customer Care team is responsible for managing all customer interactions, addressing inquiries, and resolving grievances. They are also responsible for maintaining accurate records of customer interactions and following up as needed.
- **Management:** Senior management is responsible for overseeing the implementation of the Customer Care Policy and ensuring that it aligns with the Company's objectives. They will provide the necessary resources and training to support customer care operations.
- **Employees:** All employees are expected to uphold the principles of this policy, deliver exceptional customer service, and contribute to a customer-centric culture in their respective roles.
- **Third-Party Partners:** When applicable, third-party partners involved in the customer service process must adhere to the same service standards and timelines set forth in this policy.

6. Communication and Training of the Policy

- **Internal Communication:** The Customer Care Policy will be communicated to all employees via internal channels such as emails, meetings, and the Company's intranet, ensuring full awareness and understanding of customer service expectations.
- **Training Programs:** UFlex will provide regular, mandatory training sessions for all employees, particularly those in customer-facing roles. The training will cover topics such as query resolution, grievance handling, effective communication, and data protection. Employees will be equipped with the necessary tools and knowledge to ensure consistent service delivery across all customer interactions.
- **Customer Service Tools:** UFlex will implement customer service tools (e.g., CRM systems) to enhance the efficiency of handling customer queries and grievances, ensuring timely follow-ups and resolutions.

7. Monitoring and Review

Monitoring: UFlex will continuously monitor customer feedback, query resolution times, and overall customer satisfaction through various metrics. This includes tracking the time taken to respond to and resolve queries and grievances.

Regular Reviews: The Company will conduct an annual review of this policy to assess its effectiveness and identify areas for improvement. Adjustments will be made as necessary to reflect evolving customer expectations, regulatory requirements, and business practices.

Key Performance Indicators (KPIs): UFlex will establish KPIs for customer care, including average response time, resolution time, customer satisfaction scores, and complaint escalation rates. These metrics will help track the quality and timeliness of customer service and guide improvements.

8. Grievance Mechanism

UFlex is committed to resolving customer grievance promptly and effectively. The grievance procedure includes the following steps:

- **Submission of Grievances:** Customers can submit complaints via multiple channels, including phone, email, social media, or the official website.
 - **Response Channels:** Customers may reach UFlex through:
 - **Email:** customer.care@UFlexltd.com
 - **Social Media:** Official social media accounts (Facebook, Twitter, LinkedIn)
 - **Website:** <https://www.UFlexltd.com/>
- **Complaint Recording:** All grievances will be formally recorded in a complaint register. The details of the complaint, including the issue faced and the current status, will be logged to ensure no gaps in communication.
- **Investigation and Action:** A thorough investigation of the grievance will be conducted by the appropriate team. The investigation will be completed within **3 business days** for standard grievances. If the issue requires escalation, it will be promptly forwarded to higher management, with updates provided to the customer at each stage.
- **Resolution and Follow-Up:** Once a resolution is identified, the customer will be informed within **7 business days** of receiving the grievance. After the resolution, follow-up will be conducted to confirm the customer's satisfaction with the outcome.

9. Related Policies

This policy should be read alongside the following policies of UFlex:

S. No.	Policy
1	Data Privacy Policy
2	Human Rights Policy
3	Code of Conduct
4	Whistle Blower Policy
5	Product Stewardship Policy
6	Sustainable Procurement Policy