

Quality, Health, Safety, Environmental & Energy Manual:

Document No: SM-58

Customer Satisfaction

Toyota Material Handling UK Ltd's (TMHUK) policy to ensure all externally generated customer complaints are managed to full resolution. It is TMHUK's believe that each complaint received is an opportunity to learn, adapt, and improve.

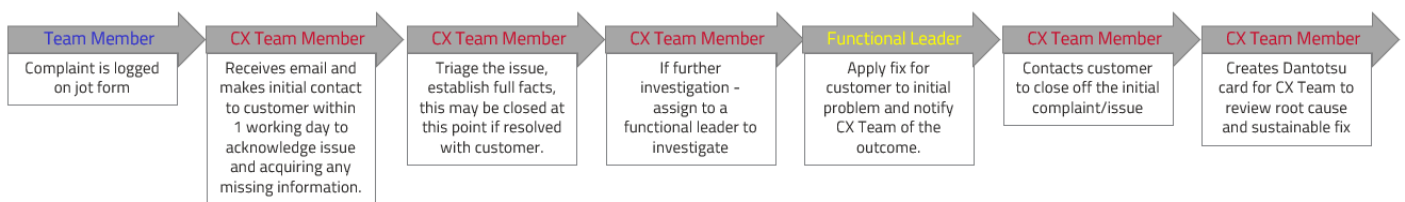
Customer Complaints

Therefore, TMHUK has implemented a responsive, efficient, effective and fair complaints process. This process will help eliminate MUDA and ultimately enhance the customer experience.

Speed is critical, accelerating how quickly we respond to customer complaints is key to improving satisfaction and boosting our NPS score.

This process is owned and managed by the Customer Experience (CX) Team.

The steps for internal team members to raise a genuine customer complaint are:



Net Promoter Score (NPS)

- 2.0 Net promoter score, or 'NPS', is a way of measuring customer satisfaction. It presents customers with a simple survey, then feeds their answers into a formula to produce a single figure for benchmarking.
- 2.1 Customers are randomly selected and sent a questionnaire in connection with their TMHUK experience.
- 2.2 All responses are managed centrally and where indicated contact is made with the customer to resolve any issues or concerns raised.

Countermeasures & KPI's

Issues/concerns raised during the NPS survey or complaints received are progressed through TMHE's T-Smile program. By embedding our T-Smile and NPS methodologies, we ensure that we not only resolve the immediate issue but also take proactive steps to prevent recurrence.

1. TCQ-M Ticket raised (Customer Focused)
 - a. Assigned owner contacts customer within 2 days
 - i. Acknowledge survey feedback
 - ii. Advises steps to resolve

Date of Issue: December 2025	Page 1 of 2	Revision 4
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- b. Fixes initial problem within 5 days
 - c. Updates and closes TCQ-M Ticket
 - d. Manages the SLA and communication to the business leaders
 - e. Close of TCQ-M Ticket
- 2. DANTOTSU Card is generated (Process Focused) if there is a potential that the problem could re-occur.
 - a. Assigned owner to:
 - i. Allocate to an existing parent card if applicable
 - ii. Create a new parent card and assign activity
 - iii. Retain as a standalone card and assign activity
 - b. Progress to be discussed at weekly Asaichi
 - c. Countermeasures/PDCA/communicate

Records

- 3.0 A monthly report will be generated by the Customer Experience Team and issued to the relevant functional leader and director to review.
- 3.1 The overall NPS Score is monitored and a monthly NPS report is generated and reviewed by the Management Team.