

START FROM CUSTOMERS

LISTEN, STAY TUNED AND CARE.
DELIVER SOLUTIONS
THAT EXCEED EXPECTATIONS.

START FROM CUSTOMERS



The Quality culture is not limited to designing and manufacturing products. It involves all business processes, from supplier management to support services, in order to continuously improve our customers' experience.

2018 | FACTS & FIGURES

95%
OF PRODUCTS

CURRENTLY REQUIRE NO TECHNICAL INTERVENTIONS IN THEIR FIRST 3 YEARS OF SERVICE

250
MILLION

PEOPLE IN THE WORLD USE AND APPRECIATE OUR PRODUCTS EVERY DAY

34%

TECHNICAL INTERVENTIONS DECREASED OVER THE PAST 24 MONTHS

10
YEARS

WARRANTY

10,000

WORKING DAYS IN TRAINING FOR SERVICE CENTRE PARTNERS



ENVIRONMENTAL QUALITY AND SAFETY CERTIFICATION AT CORPORATE LEVEL

ROAD TO 2022

>95% OF PRODUCTS REQUIRE NO TECHNICAL INTERVENTIONS IN THEIR FIRST 5 YEARS OF SERVICE

EXCELLENCE CLASS SERVICE IN NPS AT GROUP LEVEL AND IN ALL COUNTRIES

OUR STORIES

PASSION FOR QUALITY

Beyond engineering skills and managerial capabilities, Ariston Thermo is strongly dedicated to pursue high standards of quality throughout all corporate processes and functions. From product design and manufacturing to suppliers management and sales and after-sales, the quest to quality represents an everyday commitment at all levels of the organisation.

This is why high performance, energy efficient, reliable and durable products are increasingly integrated with systems that customers can manage directly and feature a 10-year warranty. The Group's manufacturing facilities undergo a continuous performance and quality monitoring process, while constantly improving safety and environmental impacts. Criteria for selecting suppliers and joint

development projects fully comply with the company's quality standards. Technical support management processes are increasingly standardised to be included in a single remote servicing system aiming at identifying product anomalies in real time and providing better standards of service. As a matter of fact, technical interventions have decreased by 34% in 24 months.

Ariston Thermo strongly believes that intensive training is functional to pursue increasingly higher standards of quality, involving all people across the organisation. In particular, the Lean Six Sigma method provides for the identification and training of an ever-larger number of specific professionals, now also at the Master Black Belts level.



MEASURING LOYALTY WITH NET PROMOTER SCORE

We have listened to over 60,000 consumers in the last five years to improve products and services. Our long-running habit of listening to our customers through market research and focus groups is an integral part to our pursuit of excellence, as they give witness to the high quality of our brands and products.

Net Promoter Score (NPS) is a management tool used to gauge the loyalty of a firm's customer relationships in alternative to traditional customer satisfaction. An NPS can be

as low as -100 (every respondent is a "detractor") or as high as +100 (every respondent is a "promoter"). A positive NPS (i.e., one that is higher than zero) is generally considered good, and an NPS of +50 is deemed excellent. This listening project calls on the customer to give a score of between 0 and 10, contributing to establish the recommendation index for our products and service, thus allowing the Group to intervene and make improvements.

ENJOY THE CUSTOMER JOURNEY

The commissioning of an Ariston Thermo product marks the beginning of a relationship between the customer and the company that must be nurtured in the long run. Such relationship can be turned into a real Customer Journey, mapping all the touchpoints that can have a lasting impact on how customers perceive their experience in dealing with the company.



Guardian angel contact and assistance

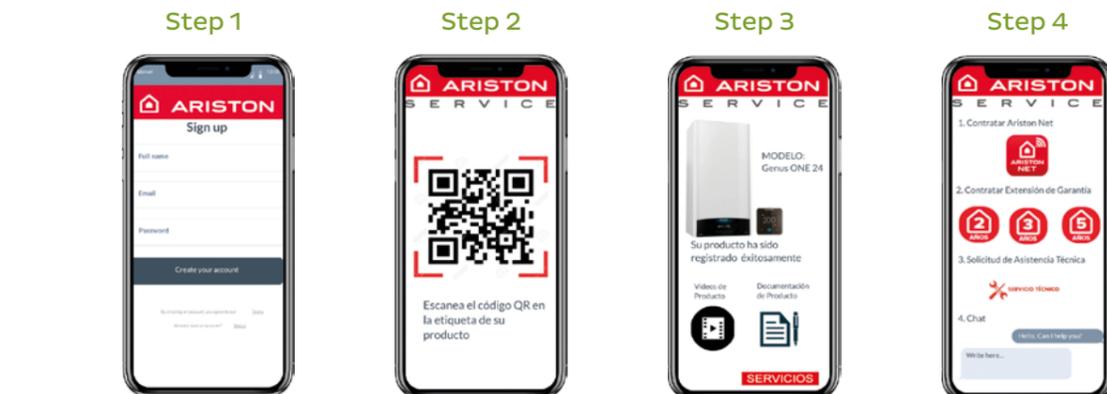
Ariston Thermo has substantially increased the installed fleet with tele-diagnosis. This allows our service partners to monitor products in real time via remote control through a dedicated platform, anticipating malfunctions that may occur with a remote intervention or an on-site visit, way before the customer feels the need to ask for assistance. A constant monitoring process on the quality of service provided, includes the measurement of KPIs following

first time fix interventions and the introduction of online customer satisfaction tools. Instant contact with the Service Centre is assured thanks to the mobile Contact App, providing valuable information on the products installed. The App also features an open channel to digitally interact with the customer service through an online chat, reducing waiting time and improving the quality of the relationship.

A roadmap to pursue top standards of service

Ariston Thermo has planned several initiatives in pursuing the best quality of service, taking ownership of the installed fleet through qualification and management of the service network. A centralisation process is involving our call centre, in order to provide a unique point of contact for end users, with native speaking personell,

allow traceability and optimise time management for local service teams. As a matter of fact, after the migration to the centralized call centre, monthly complaints decreased by 62% and call loss was reduced by 2% in the period including January to September 2018.



TRAINING AND SUPPORT TO TECHNICIANS

Service people can greatly contribute to make the Customer Journey an enjoyable experience while providing excellent standards of assistance. This is why we are carrying out continuous training programs to foster technical capabilities as well as behavioural skills. Ariston Thermo Quick-Fix App is an advanced digital interactive tool designed for Service Centre partners. The App gives online access to technical product documentation, such as spare parts lists, technical and installation handbooks, and user manual, which guides technicians to the solution of issues on the field. Upon automatically acquiring the product features by scanning the barcode with the smartphone camera, the solution can be found from either the error code showed on the product display, or a symptom.

