

Customer Relations Management Program 2025



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Customer Relationship Management Strategy

GPSC operates in the generation and supply of electricity, steam, and utilities to industrial customers (B2B). We recognize the importance of building strong customer relationships and have therefore established a customer relationship management approach aimed at enhancing customer satisfaction and engagement. Our approach is grounded in maintaining long-term relationships through communication channels that are convenient, responsive, and easily accessible, supported by a skilled team capable of resolving issues promptly. We also incorporate customer expectations into the continuous improvement of our work plans and services, and we safeguard customers' personal data, ensuring that such data is never used for personal gain or for the benefit of any external party.

Customer Relations Management Program

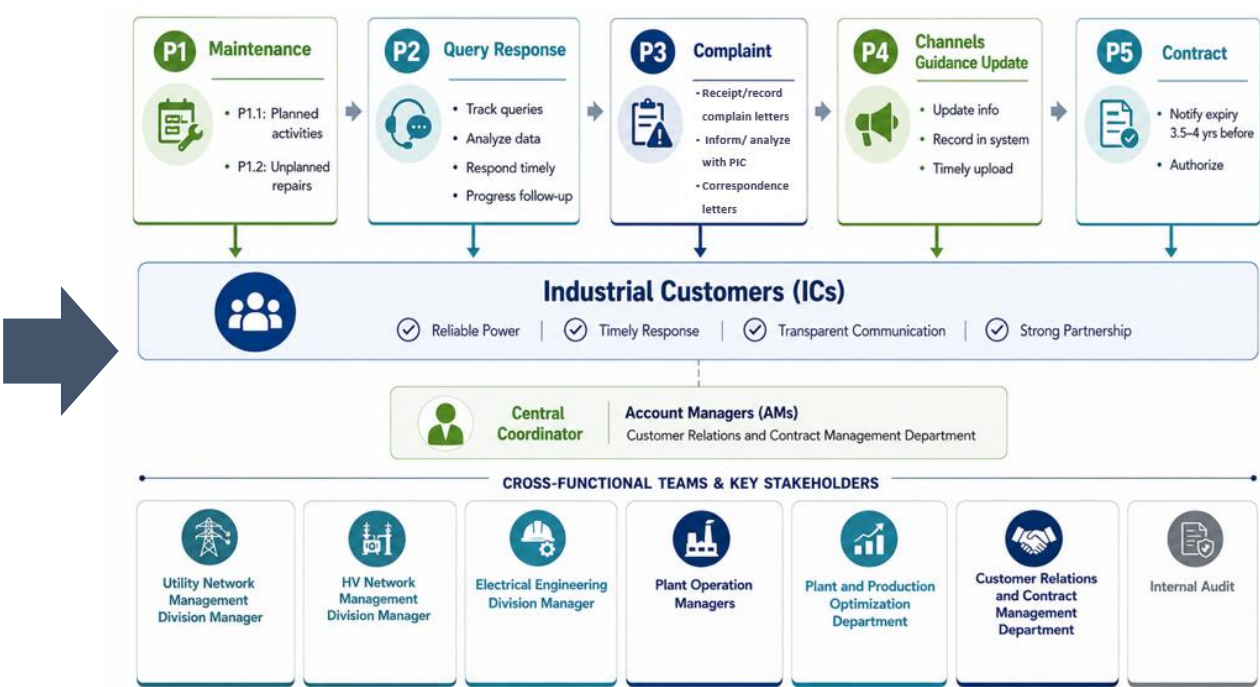
GPSC operates its industrial customer relationship management program through a Customer Relations and Contract Management team (Account Manager) that serves as the primary point of coordination, providing multiple contact channels through which customers can make inquiries, file complaints, offer suggestions, and receive operational information conveniently and promptly.

The company organizes customer relations activities on a regular basis, such as knowledge-sharing activities for customers' employees at all levels, site visits to exchange knowledge and explore business opportunities, together with visits to customer facilities, seminars on production efficiency improvement, and various recreational activities.

To gather customer feedback and apply it to service improvement, the company conducts an annual customer satisfaction survey through an external party, covering seven main question groups: the pre-sales and sales stage; product quality and reliability; billing and metering; maintenance and planned service outages; customer request and complaint management; contract management; and product pricing.

GPSC Communication for Customer Procedure

 Global Power Synergy Public Company Limited		Corporate Procedure			
Latest Revision Document Information					
Doc. No.	CRS-P-001	Business Unit (Function)	CME	Dept./Div.	CRS
Doc. Title	General Communication Procedure for ICs			Status	Approved
Version	1.0.0	Release Date	16/Aug/2024	Page	39
Softcopy Location:	GPSC Corporate Document Management System (CDMS)				
Reference System / Standards and Requirements					
No.	System / Standards		Requirements		
1	Table of Authorities (TOA)		Authorized Approvers		
Related Document					
No.	Document Type	Document No.	Document Name	Release Date	
1					
2					
3					
4					
5					



This General Communication Procedure for Industrial Customers comprises 5 processes:

- [P1] Customer Maintenance Coordination Process
- [P2] Customer Query Response Process
- [P3] Customer Complaint Handling Process
- [P4] Communication Channels Guidance Update Process
- [P5] Contract Expiration Notification Process

To enhance the effectiveness of customer relationship management, GPSC assigns a dedicated **Account Manager** to each customer.

GPSC's internal procedure (Doc. No. CRS-P-0001, v1.0.0, released 16 Aug 2024,

Document Scope: ISO) that governs structured communication between GPSC and its B2B industrial customers. It defines roles, responsibilities, and step-by-step workflows to ensure consistent, quality-managed customer communication across functional departments and power plants.

Communication Channels for Customer Support

To address these effectively, GPSC has established a formal query response process to ensure all inquiries are properly tracked, investigated, and responded. Customers can contact us through multiple channels, including telephone, email, official letters, and other mutually agreed communication methods.

Company Official Contact

- **Website** : <https://www.gpscgroup.com/th/contact-us>
- **Email** : corporate@gpscgroup.com
- **Tel** : 02-140-4600
- **Address** : 555/2 Energy Complex Building B, 5th Floor, Vibhavadi – Rangsit Road, Kwaeng Chatuchak, Khet Chatuchak, Bangkok 10900.
- **Social Media** : <https://www.facebook.com/gpscthofficial> (AI chatbot/Auto Reply)

Customer Relation and Management Team

- **Account Managers** via email, phone ,in person
- **CRM system** (Complaint Module) Internal use
- **Customer Satisfaction Survey** (Survey link: <https://forms.office.com/r/HnvfxVMkLG>)
- **EnergyLens** (Automatic Energy Monitoring System)

Customer Feedback

For continuously improving customer relationship management, whereby the company conducts a third-party customer satisfaction survey annually in which customers can express their opinions openly and objectively. The results of this survey will reflect the extent of the ability to deliver products and management, which meet the needs of customers through the operations of the company, with seven key groups of questions, in order for the company to be able to proactively plan for managing relationships, satisfaction and engagement to more accurately meet customer expectations.

	2021	2022	2023	2024	2025	TARGET 2025
Customer satisfaction(%)	91	95	92	91	99	≥90
Coverage(%)	100	100	100	100	100	100

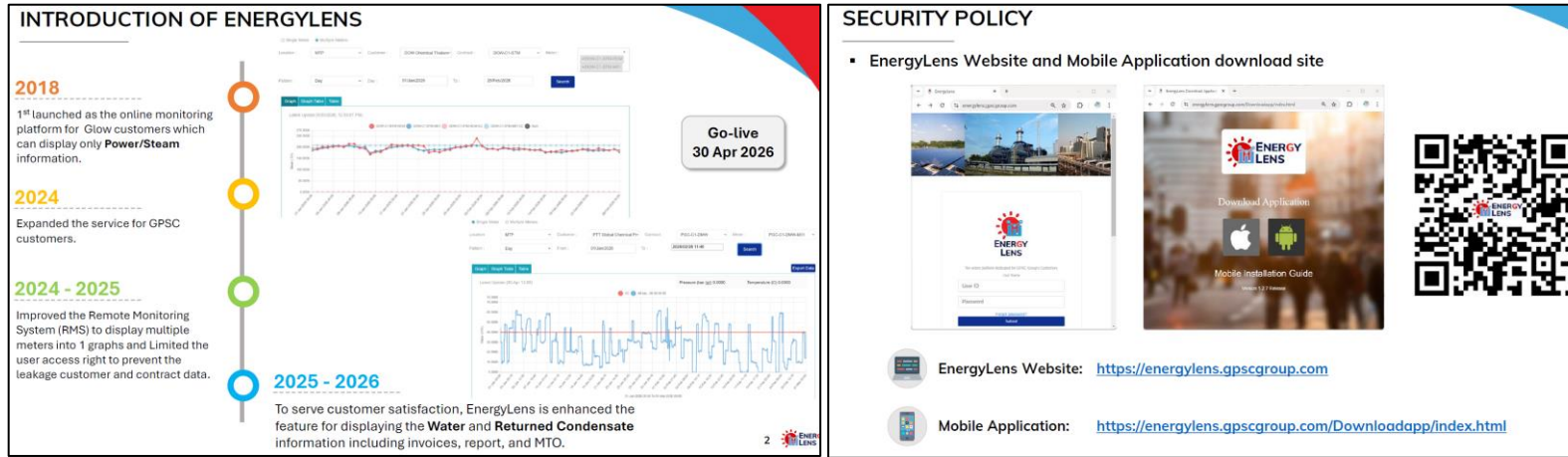
Respondents Coverage: The respondents covered 100% of operations which are total customer surveyed (both respondents and non- respondents) out of total number of customers. These included the representative sample of 158 (out of 285 customers) regarding GPSC operation on power, stream, and industrial water.

Future Improvement:

- Stronger communication via the EnergyLens application and CRM platforms.
- Develop specialty in service quality as GPSC strength.
- Proactively, consistently update event schedules, e.g., maintenance schedule with customers.
- Shared Decarbonization Roadmap and GHG-reduction collaboration.
- Knowledge sharing on new technology solutions for sustainability

Service Improvement form Customer Feedback

EnergyLens



GPSC is committed to building strong, lasting relationships with its industrial customers through accessible communication and responsive service. To support this, GPSC provides **EnergyLens**, a dedicated online platform and mobile application that enables customers to engage with GPSC conveniently and transparently. As a web and mobile application available at any time and requiring no travel or in-person visits, EnergyLens offers a convenient and easy-to-use channel that improves the accessibility and responsiveness of service for all customers.

Through EnergyLens, customers can access real-time consumption data, monthly summary reports, invoices, and contract-related documents at any time. The platform also provides multiple channels for customers to reach GPSC and share their views, including a dedicated feedback and suggestion function, direct access to their assigned account managers via published contact details, and in-person engagement through GPSC's account management team. Customers can also raise questions, comments, and concerns, which are recorded and coordinated with the relevant GPSC functions for resolution.

In **2025**, GPSC continuously enhances EnergyLens in response to evolving customer needs. Since its introduction, the platform has been progressively expanded from monitoring electricity and steam consumption to incorporating **water and returned condensate data, digital invoices, performance reports, and additional service features** — reflecting GPSC's ongoing commitment to improving customer experience and service quality.

Service Improvement from Customer Feedback

Meeting / Knowledge Sharing

GPSC places great importance on cultivating strong customer relationships and on maintaining continuous communication as a foundation for sustainable growth alongside its customers. GPSC regularly conducts customer relations activities together with its responsible parties. These ongoing engagements also enable GPSC to gather valuable customer feedback and expectations, which are incorporated into the continuous enhancement of its products and services.



Inclusive and Accessible Customer Services

GPSC provides services that are accessible to all customer groups without limitations for elderly customers or persons with disabilities, covering both physical and online access.

GPSC's contact premises are equipped with barrier-free facilities, such as disabled parking and accessible restrooms, while the company also offers online services through the EnergyLens digital platform, allowing customers to monitor their electricity and steam consumption, view expense reports, and access service information remotely, reducing the need to visit the office in person.



EnergyLens Website and Mobile Application download site



EnergyLens Website: <https://energylens.gpscgroup.com>

Mobile Application: <https://energylens.gpscgroup.com/Downloadapp/index.html>

Complaint Handling and Resolution

GPSC Communication for Customer Procedure



Complaint Handling Process

GPSC has a structured process (Process P3 of the GPSC Communication for Customer Procedure) to receive, investigate, and resolve customer complaints regarding products and services such as service interruptions, quality issues, or dissatisfaction with GPSC's utility supply. Complaints can be submitted via EnergyLens, email, phone, or the assigned Account Manager, who acts as the single point of contact and coordinates with the relevant technical or operational functions to investigate and resolve each case. All complaints are logged, tracked, and managed through the CRM System's Complaint Module until closure.

Confirmation of Receipt

Upon submission, every complaint is formally acknowledged to the customer by the Account Manager, confirming that the case has been received and logged into the system. This acknowledgement is issued promptly and includes a case reference for the customer to track progress.

Complaint Handling and Resolution Timeline

Upon receipt of a complaint, GPSC formally acknowledges the complaint and provides an initial response, including confirmation of receipt and the proposed assessment approach, within 15 business days.

An expected resolution timeline is communicated to the customer based on the urgency, nature, complexity, and contractual implications of the complaint. Throughout the process, customers are provided with clear and transparent communication regarding the expected duration of the complaint resolution process, together with periodic updates on investigation progress and corrective actions, where appropriate.

Remark: The above timeframe refers to the initial response. The expected resolution timeline is determined based on the nature, complexity, and contractual implications of each complaint and is communicated to customers accordingly.

Complaint Handling and Resolution

Independent external verification of the complaint handling process



Customer complaints, queries, and incidents are received, recorded, investigated, coordinated with responsible functions, and resolved. The process are maintained within GPSC's quality management system, which is certified to ISO 9001:2015 and independently audited by an accredited third-party certification body (valid until November 2026).

This provides independent external verification that GPSC's customer complaint handling process is robust, systematically managed, and subject to regular external assessment. Certification details are publicly disclosed on the GPSC corporate website (Please see ISO 9001:2015).

THANK YOU

