



## CUSTOMER RELATIONS POLICY

### Our Vision

The provision of superior service to our customers is an integral part of our business.

Our Vision is to work with our customers to ensure their long-term success, by understanding their needs and aligning our people to deliver on our promises.

### Our Commitment

**ADG** is committed to understanding its customers' requirements and expectations, responding to them, and developing strong, long term relationships with them. We are committed to ensuring our customers are totally satisfied with our service and performance at all levels within their organisation. **ADG** will measure and report on its success in achieving its Vision.

### Customer Relation Objectives

We will:

- Encourage our people to develop sound long term relationships with our customers and work in a manner that promotes customer satisfaction;
- Provide customer relations leadership at the highest level;
- Develop, implement and maintain a customer relations management system and train our people in its use and application;
- Develop, implement and maintain a performance measurement system that assesses our customer relations and satisfaction performance. This will include actively soliciting feedback on our performance and the value we add to our customers' business;
- Recognise individuals and business units for superior leadership and performance in customer relations; and
- Develop a customer charter for each of our major contracts that address all the key areas of alignment with our customer.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Joseph Ruggier', written over a horizontal line.

*Joseph Ruggier*

**Director**

**February 2010**