



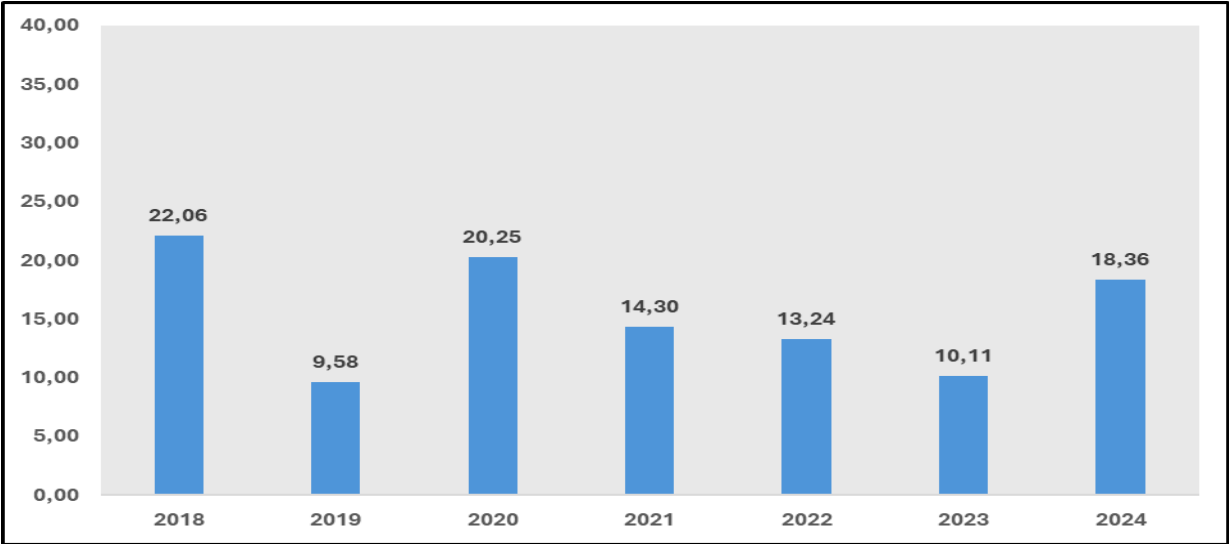
# **2024 DOMESTIC CUSTOMER SATISFACTION SURVEY REPORT**

**CUSTOMER RELATIONS MANAGEMENT DIRECTORATE  
JANUARY 2025**

## **SUMMARY INFORMATION**

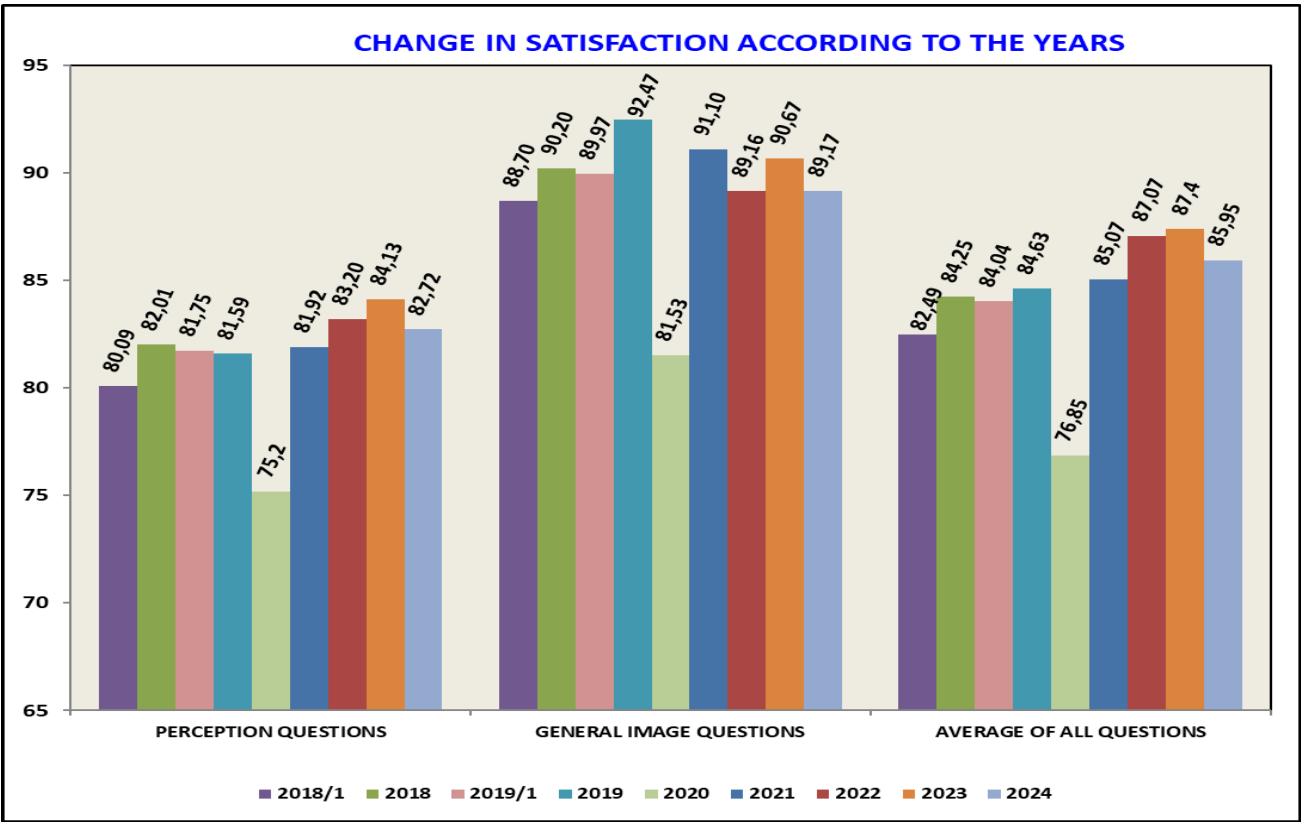
Our company conducts Customer Satisfaction Survey (MMA) in order to determine customer expectations and perceptions regarding our products and services, to analyze the findings and see opportunities, and to support improvement efforts.

The survey questions were reviewed at the December 2024 MİK (Customer Relations Board) meeting. It was adopted that the survey would be sent to domestic customers who purchased 1 pallet or more of products between 01.01.2024 and 31.12.2024. The survey prepared electronically was sent to the e-mail addresses of 1133 domestic customers registered in our Company on 23.12.2024. A total of 208 customers responded to the survey. (The number of responses in 2023 was 132) The return rates by year are given in the graph below.



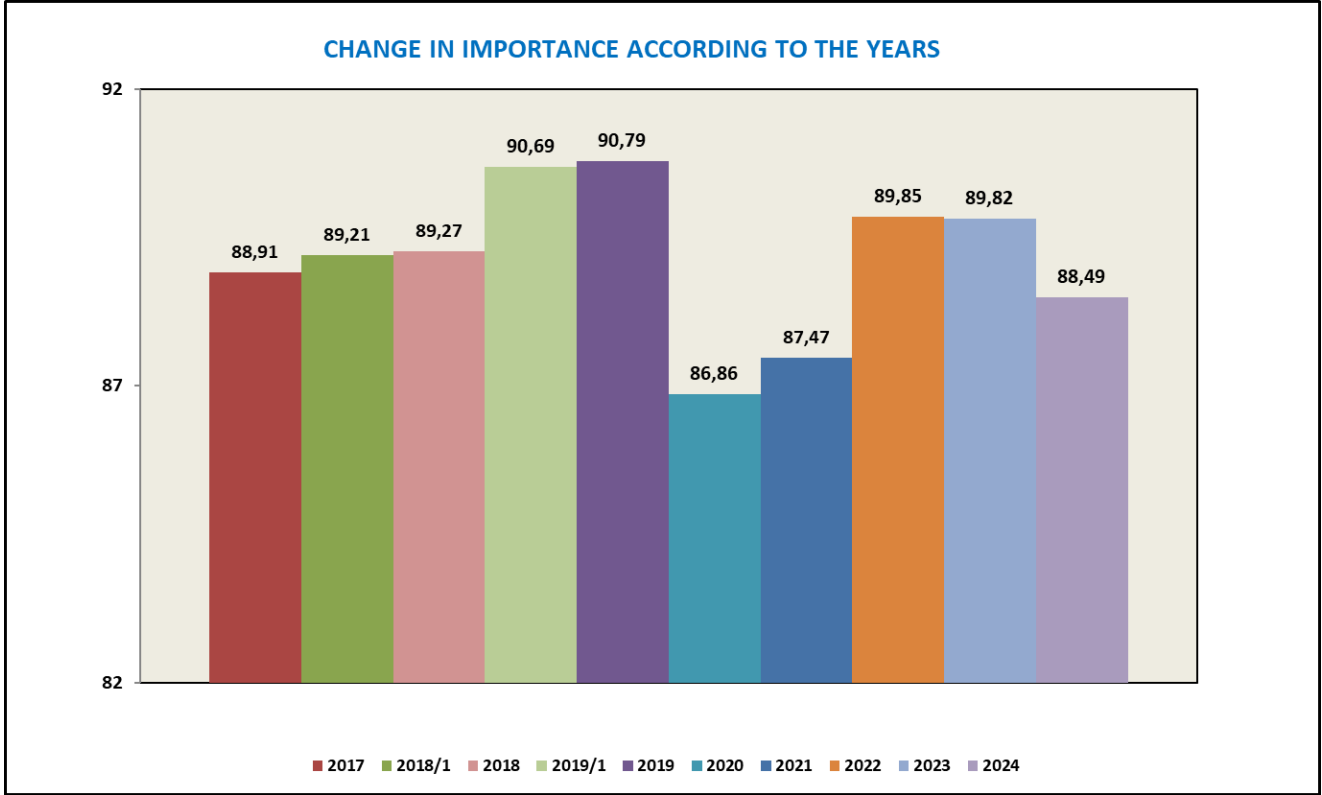
RESULTS

Satisfaction results are shown in Graph 1, importance results are shown in Graph 2.



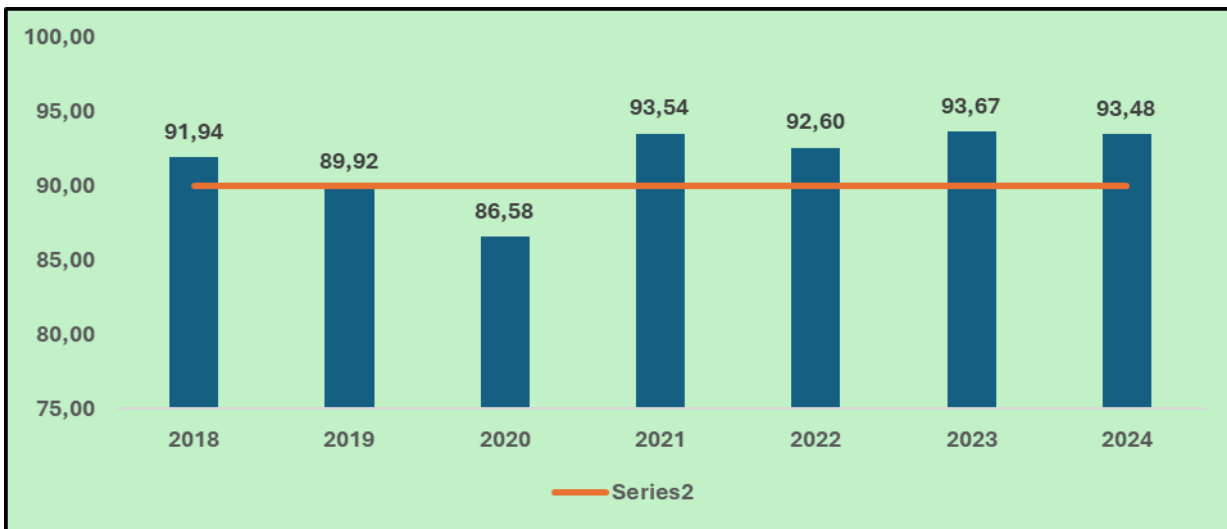
Graph 1. Satisfaction Rates by Year

The average satisfaction rate for all questions asked in the survey was 87.4% in 2023, while it decreased by 1.45% in 2024 and was 85.95%.



**Graph 2.** Importance Rates by Year

Despite the fluctuations seen in customer satisfaction, it is seen that our customers continued to give importance to the questions asked in our survey from 2017 to 2020. It is seen that there is a parallelism in 2023 compared to 2022. It was determined that there was a decrease of 1.33% in 2024. The target for 2024 has been determined as 90%.



**Chart 3.** Customer Expectations Meeting Rates by Year

The rate of meeting customer expectations was 93.67% in 2023, while it decreased by 0.19% in 2024 and became 93.48%. It is seen that there is a realization above the annual target of 90%.

**Table 1:** Question-Based Satisfaction Results and Differences in 2024

QUESTIONS	2024			2023
	Satisfaction%	Importance%	Coverage Rate%	Satisfaction%
Product Quality	89,33	95,67	93,37	91,80
Continuity of product quality	87,79	96,35	91,12	90,40
Quality of product packaging	89,90	90,00	99,89	90,00
General Application of Plastic Pallets	80,19	77,50	103,47	81,97
Durability of Plastic Pallets	80,48	83,65	96,21	82,42
Timely Collection of Plastic Pallets	79,42	80,10	99,16	76,06
Cleanliness/Hygiene of Plastic Pallets	82,60	81,15	101,78	82,27
Adequacy of order system (Customer Information System)	89,42	90,87	98,41	90,61
Suitable payment terms	76,54	91,92	83,26	76,67
Product prices	68,08	94,23	72,24	69,09
Availability of products	81,06	95,00	85,32	83,03
Customer visits	68,46	80,58	84,96	69,09
Easy access to relevant people	88,17	92,88	94,93	90,30
Information and promotion via e-mail and other channels	84,71	83,46	101,50	87,73
Appearance in written and visual press (fairs, newspapers, sector magazines, etc.)	80,29	77,69	103,34	80,76
Announcement of changes/innovations regarding products and services	79,90	85,58	93,37	81,52
Adequacy of training and information activities regarding products and services	75,77	82,50	91,84	78,79
Approach and adequacy of employees to requests, questions and suggestions	86,92	88,65	98,05	88,03
Delivery time of products	88,85	93,94	94,58	91,06
Error-free delivery of shipments	90,38	94,71	95,43	91,67
Preventive approach to complaints and problems regarding products and services	85,19	93,37	91,25	87,12
Effectiveness and speed of resolution of complaints	84,62	93,46	90,53	87,12
Complaint process satisfaction	84,52	92,02	91,85	87,42
Product and Service Average/Mem. Difference	82,72	88,49	93,48	84,13

IMAGE QUESTIONS	2024 Satisfaction	2023 Satisfaction	Satisfaction Difference
Petkim is a well-known brand	96,35	97,27	-0,93
Petkim contributes to the local and national economy	92,40	95,00	-2,60
Petkim has an active/presence in the domestic market	93,08	93,94	-0,86
Petkim is a company that cares about sustainability	89,23	91,82	-2,59
Petkim has advanced technology	84,71	86,97	-2,26
Petkim is an ethical company	84,90	84,85	0,06
Petkim is sensitive to the needs of society and the environment	85,00	86,36	-1,36
Petkim cares about customer satisfaction	84,90	86,21	-1,31
I recommend Petkim products to third parties	90,19	91,67	-1,47
When a new product/type is produced, I prefer Petkim products	88,27	90,15	-1,88
I constantly request Petkim products	89,52	92,27	-2,75
Petkim is a reliable business partner for me	91,44	91,52	-0,07
Image Questions Average	89,17	90,67	-1,50

The scores given by our customers in the 2024 customer satisfaction survey are given in Table 1.

The quality of product packaging and error-free shipping were the most satisfied issues, while product prices and customer visits were the least satisfied issues.

It is seen that there was a 1.50% decrease in the general image perception compared to 2023.