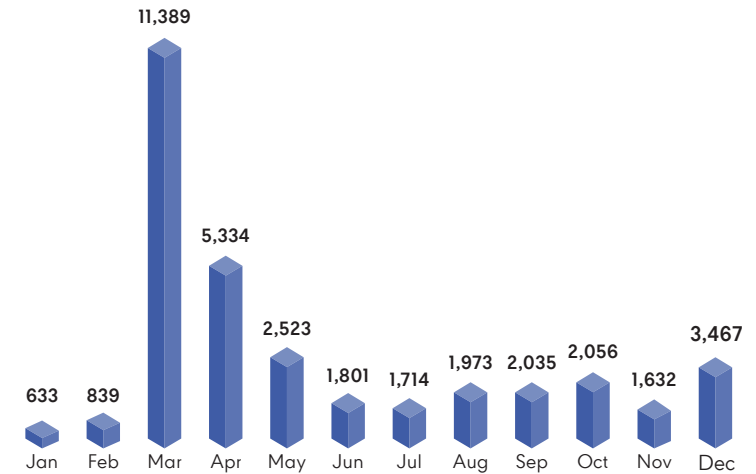


Customer Engagement Channel

Developing customer engagement channel is aimed at increasing reach and facilitating customer expressions. The Omnichannel platform has been applied in the system development. In the past year, the Company saw the most customer engagement cases in March. This stems from complaints about the delivery service during the COVID-19 pandemic in Thailand. However, the number of complaints decreased in the next month due to improvements in the Company's services. Guidelines for responding to complaints consist of delegating each complaint to the agency that is most suitable to deal with the problem, employee training, and analysis for solving problems at the root cause.



Customer Engagement in 2020



Type of Customer Engagement in 2020

