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# START FROM CUSTOMERS

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





# START FROM CUSTOMERS

The Quality culture is not limited to designing and manufacturing products that can meet the needs of our customers all over the world—it involves all business processes, from supplier management to support services, in order to continuously improve the experience of those relying on our solutions.

## 2019 | KEY FACTS AND FIGURES

ROAD TO  
2022

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

**NET PROMOTER SCORE:** BEING RECOGNISED AS EXCELLENT BY OUR CUSTOMERS AT GROUP LEVEL AND IN EACH COUNTRY

**95% OF PRODUCTS**

REQUIRE NO TECHNICAL INTERVENTIONS IN THEIR FIRST 5 YEARS OF SERVICE



**10 YEAR**

WARRANTY



ENVIRONMENTAL QUALITY AND SAFETY CERTIFICATION AT CORPORATE LEVEL

**250 MILLION**

PEOPLE IN THE WORLD USE AND APPRECIATE OUR PRODUCTS EVERYDAY

**10,000**

WORKING DAYS IN TRAINING FOR SERVICE CENTRE PARTNERS



**5**

INTERNATIONAL TECHNICAL COMMITTEES TO IDENTIFY POTENTIAL AREAS FOR IMPROVEMENT OF THE PRODUCTS

## OUR STORIES

### PASSION FOR QUALITY

Ariston Thermo is committed every day to delivering high standards of quality throughout all corporate processes and functions. Quality is constantly pursued at all organisational levels—from product design and manufacturing through supplier management to sales and after-sales.

Our journey towards quality begins with the selection of suppliers and joint growth projects, which must meet high quality requirements in line with the company's standards. The Group's manufacturing facilities undergo continuous performance and quality monitoring—an approach oriented to constantly improving safety and environmental impacts.

Quality is transmitted also to users by integrating products that stand out in terms of performance, energy efficiency, reliability, and durability with systems that customers can manage directly and are covered by a 10-year warranty. Technical support management processes are increasingly standardised and part of a single remote servicing system allowing to identify product anomalies in real time—thus providing better standards of service. Ariston Thermo offers intensive training to all employees within the organisation in order to deliver increasingly higher quality standards. Specifically, the Lean Six Sigma method involves training and identifying an ever-larger number of specific professionals, now also at the Master Black Belts level.

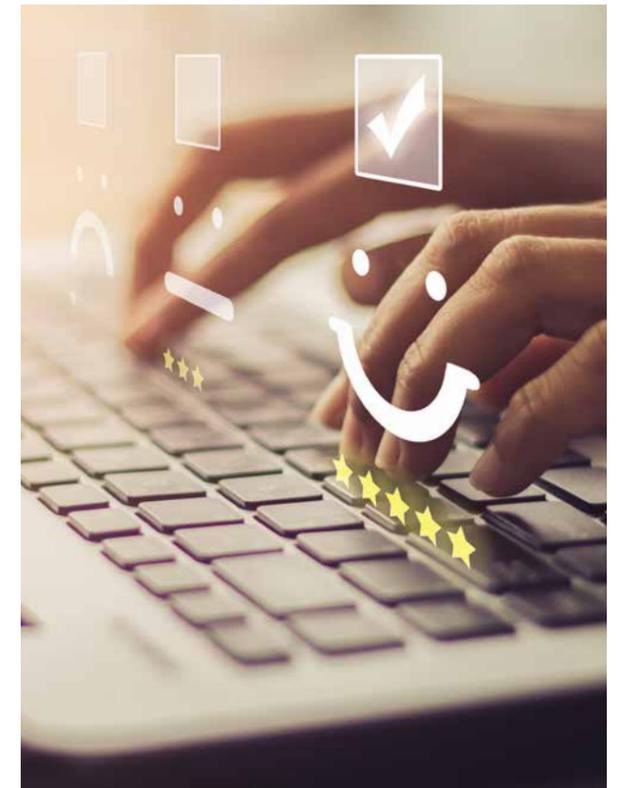
### ENJOY THE CUSTOMER JOURNEY

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. This can be converted into a true Customer Journey, mapping all the touchpoints that can have a lasting impact on how customers interact with the company.

### MEASURING LOYALTY WITH NET PROMOTER SCORE

Over the last three years, we have been listening to over 20,000 consumers across the world to improve our 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 are the best testimonials for the high quality of our brands and products.

Net Promoter Score (NPS) is a tool used as an alternative to traditional customer satisfaction to gauge the loyalty of a firm's customers. 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. As of 2019, NPS is active in 6 countries—and in 4 of them the score remains firmly above the level of excellence.

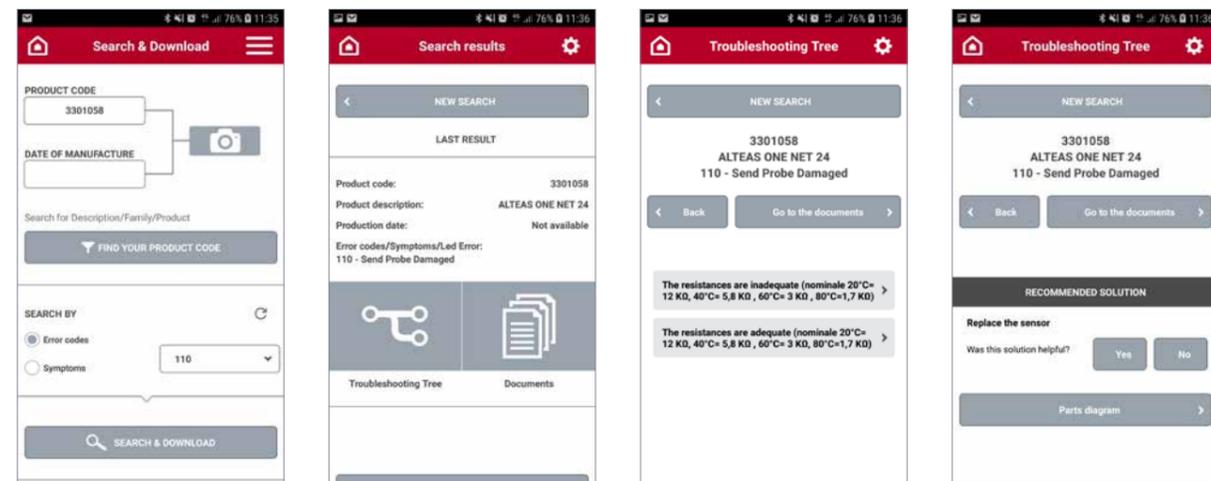


## A ROADMAP TO PURSUING HIGH STANDARDS OF SERVICE

Ariston Thermo has implemented several initiatives aimed at delivering a top-quality service, taking ownership of the installed fleet through the qualification and management of the service network. The installation of a **centralised call centre** in 2018 has allowed to optimise time management for local service teams, offering end users a single point of contact with native-speaking personnel. The number of complaints and availability levels have stabilised thanks to the effectiveness of the actions taken.

## TRAINING AND SUPPORT TO TECHNICIANS

As they are in direct contact with customers through the support service, technical personnel can greatly contribute to making the Customer Journey a pleasant experience. Ariston Thermo promotes continuous training programmes to develop technical and relational skills. **Quick-Fix App** is an advanced digital interactive tool designed for Service Centre partners. By scanning the barcode of over 2,500 products, these can **access technical product documentation online**, such as technical handbooks and user manuals that help technicians find the best solution to the issues in the field. To make this tool easier to use and more useful, in 2019 the number of languages supported by the App rose to 18, making it accessible to 25 different countries—thus **covering all the Group's main brands**. Also thanks to these efforts, in 2019 our technicians ran over 6,500 queries per month—a 60% increase compared to the previous year.



## TECHNICAL COMMITTEES AROUND THE WORLD

To improve our products and services further and faster, listening to Service Centres and the people that work every day in the field is key to understanding and solving the various problems that may arise. Every year, the Group implements **a central plan for collecting feedback and opinions from B2B customers** (Voice of the Customer) that perform installation and support services in order to put local partners into contact with the headquarters responsible for R&D, Product Marketing, Quality and Operations.

In this context, the **Annual Technical Committees** represent structured opportunities for listening and meeting. They help **identify potential product issues**, verify how quality is perceived, and **identify potential areas for improvement of our offerings**. In addition, the exchanges between Service staff from various countries, as in the case of the other positions, help identify new business opportunities. 5 countries hosted the Committees in 2019: the Netherlands, Italy, China, Romania and Russia, with over 100 participants overall.

## WE LISTEN TO OUR CUSTOMERS' NEEDS

The customer is always at the centre of everything we do, no matter where they are or what they need. Whether they are a professional or a user of our product, we make sure to listen and understand the needs of each one of them to offer ever greater comfort. Over the last 5 years, we have listened to over 25,000 people: to do so in the best possible way, we have refined our skills and increased the number of dedicated resources.



*"I am looking for a company that can help my business grow and expand, capable of standing out in terms of high-quality products and excellent performance—a partner that can look to the future, so as to build a long-term relationship with them. Integrity and soundness are non-negotiable for me—and so is the attention to sustainability."*

United States - Distributor



*"As parents, our priority is the health and safety of our children. When we choose a product, we look for the best possible solution to ensure the comfort of our entire family."*

User - Vietnam



*"For me, family comes first. This is why I want to make sure the home we share is a true nest—a warm and secure place for all the members of our family."*

User - China, Beijing



*"Building things and DIY projects are my passions. I am taking care of a special place where I and my family can spend time together happily and comfortably."*

User - Russia



*"For me, offering the best solution to my customers is a daily challenge—especially now that they are asking more and more for sustainable, high-efficiency and high-tech solutions."*

Installer - Italy

*"Every day there are more and more things to think about, and the ability to manage everything from my smartphone makes life a lot easier. I like being able to keep my entire home under control in a practical and fast manner: using my phone, I can monitor consumption as well as access more advanced services."*

User - Spain

