



Document	Customer Relationship Management Policy
Document No.	PROUD/LC/POLICY026
Effective Date	1 January 2021

Customer Relationship Management Policy

Proud Real Estate Public Company Limited and its subsidiaries (the “Company”) recognise the importance of building positive relationships with customers. The Company has therefore established customer relationship management practices to enhance customer satisfaction and strengthen long-term customer relationships.

Purpose

The Customer Relationship Management Policy has been established to provide guidelines for managing long-term customer relationships, from initial contact and project visits through ownership transfer and residence in the project. The Policy aims to enhance customer satisfaction by responding to customer needs and expectations and providing customers with a positive experience. It also supports the development of sales and marketing strategies through the collection of customer data. Customer data is analysed and used to improve project development processes, services, and products to better meet customer needs and create more sales opportunities.

Customer Relationship Management Guidelines

1. In-depth Customer Knowledge and Understanding

Customer Database Development: The Company collects relevant customer information, such as purchasing behaviour, interests, and feedback. This information helps the Company improve its services and products to better meet customer needs, understand the needs and behaviour of each customer group, and develop effective marketing strategies.

Customer Segmentation: The Company segments customers according to various criteria, such as age, income, type of residence, whether a house or condominium, and preferred property price range. This allows the Company to offer products and services that effectively meet the needs of each target group.

Customer Data Management: The Company manages the storage and use of customer data systematically and strictly complies with the Personal Data Protection Act (PDPA). Customer data shall be stored securely and used in accordance with applicable legal requirements to protect customer privacy and prevent personal data breaches.

2. Personalised Services to Meet Customer Needs

Clear, Accurate, and Relevant Communication: The Company provides information and services tailored to the needs and preferences of individual customers. Examples include project



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information presented through various promotional materials, communication by well-trained sales staff, project progress notifications, and information on promotions for specific customer groups.

Creating a Positive Experience: The Company provides training for employees across all functions to deliver a positive and comprehensive experience for customers and residents. The training combines practical learning with guidance from supervisors. It enables employees to provide courteous and appropriate service, respond promptly and accurately to customer needs, and gain a genuine understanding of those needs. This training helps employees develop effective service skills and achieve the highest level of customer satisfaction.

After-sales Service: The Company listens to customers' views after purchase to understand their satisfaction and feedback. After-sales service also covers communication about activities within the projects, the resolution of post-sale issues, and regular inspection and maintenance of areas within the projects. These services help ensure that customers receive a positive experience and the highest level of satisfaction with the products or services purchased.

3. Creating a Positive Ownership Experience

Delivery of Quality Products: The Company is committed to applying the highest operational standards to ensure the quality of its products and related services in accordance with the commitments made to customers. Warranty information is also provided to ensure clear and comprehensive long-term care, as appropriate.

Resident Care Platform: The Company provides the Proud Living Platform application, which enables customers to communicate with the project management team and receive comprehensive resident services. Residents can access information about their residences, pay service fees and water and electricity bills, submit repair requests, view available privileges, and receive project updates. The platform enhances convenience and provides a positive living experience for residents.

Community-building Activities within Projects: The Company organises activities that provide residents with opportunities to get to know one another and promote wellbeing and a good quality of life within its projects. Examples include activities that support residents' physical and mental wellbeing, community gatherings within the projects, and activities that strengthen relationships with surrounding communities.

4. Customer Retention and Long-term Relationships



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Privileges Programme: The Company provides customers with special experiences as residents of its projects through Proud Privilege. The programme offers exclusive privileges and a wide range of discounts from Proud's partners to support a sustainable quality of life for residents and their families throughout their residence.

Purchase Accumulation for Tier-based Benefits: The Company provides additional benefits based on residents' membership tiers. This enables the Company to provide appropriate personalised care for each resident group according to their needs.

Referral Programme: The Company offers commissions or discounts to customers who refer acquaintances to purchase property in its projects. This encourages existing customers to contribute to the credibility of the brand and helps expand the customer base.

Continuous Satisfaction Assessment: The Company provides customers with opportunities to express their views and provide feedback. This information is used to evaluate and improve customer service standards on a regular basis. The Company identifies issues and implements appropriate improvements to create the best possible customer experience and achieve the highest level of customer satisfaction. Continuous support is also provided for customers who require special assistance.

5. Use of Technology for Data Management Analysis

Modern CRM System: The Company uses CRM software or platforms to record and analyse customer data to support decision-making in marketing, project development, and customer relationship management. The system also tracks customer contact information and transaction history to strengthen long-term customer relationships.

Data Analysis for Service Improvement: The Company analyses customer data in detail to improve services and projects so that they respond accurately and promptly to customer needs and expectations. This improves operational efficiency and supports the highest level of customer satisfaction.

Policy Review

The Company shall regularly review and improve the Customer Relationship Management Policy based on recommendations and feedback from the Sales and Marketing Departments. This is to enhance customer satisfaction and engagement and strengthen customer relationships more effectively.



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Issued on 1 January 2021

A handwritten signature in blue ink, appearing to read "Pumipat", is written above a horizontal line.

(Mr. Pumipat Sinacharoen)

Chief Executive Officer

Proud Real Estate Public Company Limited