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FULL HEARTED COMMITMENT AND SINCERE SERVICE

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Yuxiu Property is customer-oriented, integrating customers' expectations and requirements into the service product lines, and constantly improving customer service experience through efforts in customer information security, customer communication, customer care and harmonious community building.







FULL HEARTED COMMITMENT AND SINCERE SERVICE

8.1. CUSTOMER INFORMATION SECURITY AND RESPONSIBLE MARKETING

Yuexiu Property strictly abides by the provisions of the Consumer Protection Law of the People's Republic of China, and strictly implements the Mobile Case Manager Management Standards (Provisional) and other relevant internal systems, and defines the authority and relevant procedures of the staff on each position with respect to the use of customer information, defines the management responsibilities with respect to customer information, prevents the leakage and loss of personal of consumers, and comprehensively protects the security of customer information. In addition, in accordance with the Group's Guidelines On Customer Contact Management During The After-Sales Service Phase, we will strengthen group-wide customer information security management, standardize the process of customer information access and user access rights, standardize the environment in which customer information is kept, reduce the risk of illegal use and dissemination of customer information, provide customers with safe and honest customer service during the period from ordering to delivery, prevent and control contract performance risks, improve service quality and optimize customer experience.

In the process of product marketing and promotion, Yuexiu Property strictly abides by the Measures for Regulating the Sales of Commercial Houses to ensure that the information conveyed in the sales process is true, legal, scientific and accurate, and provides relevant documents to customers for reference, so that the marketing satisfies the requirements of social responsibility, thus a transparent sales and promotion environment is created.

8.2. CUSTOMER COMPLAINT AND COMMUNICATION

To regulate the handling procedures for customer complaints, promote service quality improvement and provide customers with quality services, in accordance to the Complaint Handling Procedures, Yuexiu Property has set up a customer relation maintenance centre specializing in handling customer complaints. The service centre handles customer complaints promptly and actively. More importantly, the service centre focuses on reviewing experience, regularly consulting customer complaint files, summarises common complaints and adopts tangible measures to prevent recurrence.

Yuexiu Property Service Guangzhou Company Held A "Owners' Day" Event

Yuexiu Property Service Guangzhou Company held a "Owners' Day" event, in order to facilitate service quality improvement, promote communication with residents, establish a channel to understand the needs and advices of residents, and establish a long-term mechanism for customer interviews. On the morning of 26 November 2017, the "Owners' Day" event was kicked off in Guangzhou Starry Garden. During the event, the leaders of Yuexiu Property Service Guangzhou Company personally led a team, approached residents closely, listened to owners' voices, and received real opinions and feedback; On the morning of 3 December 2017, the "Owners' Day" event was held in Springland Garden with the theme of "Smiles Brighten Life, and Services Deliver Love". There was a dedicated reception area created at the event venue to receive visiting owners and deal with their requests; An open publicity area was deployed to advocate and regulate civilized community behaviours and promote home safety and security; A convenience area was set up with partners to deliver a range of conveniences services for the community, such as housekeeping services and home appliance repair; And a cosy wish wall was erected for owners to leave good wishes and visions.

These series of events were actively participated in by many owners and welcomed and recognized by the majority of owners. The on-site staff of the events conducted in-depth communication and exchange with the owners who came to participate in the events, took notes of their needs and advices in detail, and then arranged for handling and follow-up visit, so as to earnestly implement the feedbacks obtained from the events and achieve the original purpose of the events. The "Owners' Day" events will become an important communication bridge between Yuexiu Property Service Guangzhou Company and its customers.



[Case Study]



Yuexiu Property "Owners' Day" Event Scene



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At Yuexiu Property Service Shenyang Starry Blue Sea, a customer manager was recognized for his help to an owner



[Case Study]

On 20 December 2017, at Yuexiu Property Service Shenyang Starry Blue Sea, Gao Ai, a customer manager, upon receiving a complaint from Ms. Ye, an owner, that the water out of her kitchen faucet was often too small and affected her daily water use, immediately contacted the maintenance team to send an experienced plumber to the owner's house for inspection. The plumber carefully checked the water supply pipeline and found that the kitchen water heater was installed, and the scale in the kitchen water heater caused the clogging. After identifying the problem, the plumber helped remove the scale inside the faucet, and checked the water flow many times, to ensure that the owner can use water normally. The customer manager also explained in detail to the owner's senior family member about the cause of the small water flow and how the problem was handled for now. On 29 December 2017, the Shenyang Starry Blue Sea service centre received a letter of commendation from the owner. The letter recognized and appreciate Gao Ai, the customer manager, for her passionate service and full-hearted dedication to meet various needs of customers.



The letter of commendation that Shenyang Starry Blue Sea Property Service received from the owner

In order to ensure timely awareness of problems with respect to their own services and management and to correct and monitor them, the customer relationship team of the quality management department at Yuexiu Property Service Company developed the Annual Household Satisfaction Survey Program, which requires the service centres of the property service company to look after the design, distribution and statistical analysis of questionnaires and to publish satisfaction survey notices on the community bulletin boards and network platforms, and follow up to collect and sort responses. In addition, the service centre will also prepare a household satisfaction survey report on the basis of the rectification made, and publish it in the community, in order to have a positive feedback effect and let residents feel the quality of the feedbacks from the questionnaire and the sincere improvements by the property service company.





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At Guangzhou Yuexiu Starry Garden, the owner satisfaction was as high as 95% or above

Yuexiu Starry Garden in Guangzhou is the first residential neighbourhood in Guangzhou Pearl River New Town, and was built at the end of 2001. In recent years, as a survey of a third-party company shows, the owner satisfaction rate is more than 95%, and even as high as 100% in 2015. The high satisfaction of the owners originates from the diligent care of Yuexiu Property Services for every owner:

- **Secure and Well Organized:** Starry Garden is the first neighbourhood under the management of Yuexiu Property Service Company to start shared parking business, and approximately 200 shared parking transactions take place every day. At this neighbourhood, vehicle parking, entry and exit are well organized under the professional and efficient direction of Yuexiu Property Service Company staff.
- **Sanitation:** Starry Garden pays special attention to the overall environmental sanitation in the neighbourhood. A "better environment" campaign was held, regulating and improving the overall sanitation and landscaping. In addition to routine maintenance, Yuexiu Property service managers lead all office staff to participate in general cleaning every month, particularly cleaning blind spots that tend to be ignored during normal times. In terms of landscaping maintenance, the property service company also built a small nursery base at one corner of the neighbourhood garden in addition to daily maintenance.
- **Service-specific Communication:** In order to create more opportunities for direct communication with owners, Yuexiu Property Service managers, such as property service managers and customer service directors, greet residents on their way to work in the mornings and to home in the afternoons at the gates of the neighbourhood every day, which not only allows the property management to become familiar with owners faster, but also provides opportunities for direct feedback between owners and the property service company. With respect to repair and maintenance services, Starry Garden introduced an interconnected and competitive mechanism for equipment administrators, where the surrounding neighbourhoods are combined as one for mobile order assignment, in order to avoid any service delay.
- **Community co-development:** In order to provide more opportunities for owners to communicate with each other, there are community co-development events every month, including sports and recreation, and neighbourhood bookstore among others. For owners, a good and jointly developed community brings real changes in neighbourhood relations and living atmosphere.



[Case Study]



Shared Parking Service



Environment Cleaning Day Sweepup Event



Community Co-development Event Snapshot



Awards to Starry Garden Property Service Centre



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Diversified Ways of Communication with Owners



[Case Study]

Yuxiu Property Service regional companies have all opened WeChat public accounts, such as Yuxiu Property Service Guangzhou Company (Public account: 越秀物業廣州), Nansha Company (Public account: 越秀物業南沙公司), and Pearl River Delta Company (Public account: 珠三角越秀物業), to publish information on service initiatives, community activities and latest developments from these property service companies, and strengthen communication with owners. In the process of services, Building Managers' WeChat is more often used. By adding them as their own contacts on WeChat, owners can raise requests for services and easily interact with them; And the service centres can conveniently send information on various services, tips and notifications via Building Managers' WeChat accounts for point-to-point contact; Building Managers record the daily work of the property service staff in form of diary or illustration, giving owners a clear picture of what they are doing every day.

8.3. BUILD A HARMONIOUS COMMUNITY

8.3.1. Care for Customers

Yuxiu Property always puts what customers need first. Therefore, in 2017, Yuxiu Property Service created a series of humanized and branded customer care events from the perspective of health care and elderly-care that customers are most concerned with, and kept moving forward with the philosophy of "Serve Customers and Care for Customers".

Free Health Check-up in Neighbourhood



[Case Study]

The Free Health Check-Up in Neighbourhood events, organized by Yuxiu Property Service Hangzhou Company, were warmly welcomed by owners. In 2017, Yuxiu Property Service brought free health check-up and health lectures to Starry City, Starry Joy City and Starry Upper City in Hangzhou. The health check-up events attracted owners of all ages. The events also brought owners a lot of daily healthcare knowledge and won unanimous support of owners. As a traditional customer care event of Yuxiu Club, the health check-up events intend to let owners not forget to care for their own health and family in the fast-paced urban life and work.



Provide free health check-up for owners



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[Case Study]

Care for Senior Owners

Aunt Zhang, who lives in Starry Blue Sea (Shenyang), is a senior woman over 70 years old. Her husband has been bedridden with diabetes for a long time. Her two daughters are unable to take care of them at home because of their busy work. Dong Xue, a customer service manager from Yuexiu Property Service Shenyang Company, takes the initiative to act as their "Manager Daughter" after being aware of the situation. It has become an indispensable part of Dong Xue's work to care for and check the old couple regularly. She accompanies the old couple for transfusion and needle replacement. No matter how tedious a thing is, she always does her best. Over time, with her family-like company, Dong Xue has gradually developed deep affection between the old couple and the property service staff.



[Case Study]

Our Heart is with Owners for Dedicated Care



A Thank-You flag from an owner of Starry Blue Bay (Qingdao)

On the sixth day of the Chinese New Year 2017, the mother of Mr Yang, a resident of Starry Regal Court (Jiangmen), was lost. The property security team immediately started the search and investigation, and finally helped Mr Yang find her mother using CCTV playback and floor-by-floor search. Mr. Yang sent a thank-you note to Yuexiu Property Service, recognizing the Yuexiu Property Service's spirit of "being people-oriented, being highly responsible and providing enthusiastic service", and extending his most sincere thanks to Yuexiu Property Service.

In addition, an owner from Starry Blue Bay (Qingdao) also sent a thank-you flag to Yuexiu Property Service during the spring festival, recognizing it for its continuous attention to the senior people with arthritis and diabetes during the past year.





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8.3.2. Community Communion

Community communion is the basis of harmonious development of community. Yuexiu Property integrates the needs of the neighbourhoods, encourages the diversity, resident engagement and bonding by holding a series of holiday events for its neighbourhood, and strives to create a new era of urban neighbourhoods with cosiness and love.

In 2017, Yuexiu Property Service held a variety of community communion events, including:

- In January 2017, Yuexiu Property Service Guangzhou Company held a voluntary event "Give Away New Year Scroll to Greet Spring Festival"
- Yuexiu Property Service at Guangzhou Lingnan Hillside held a neighbourhood cultural event "Rice Pudding Wrapping for Dragon Boat Festival"
- On 8 March 2017, Yuexiu Property Service Guangzhou Company organised a range of caring activities for female owners and tenants



[Case Study]

Community Communion Events: Happy New Year and Merry Lantern Festival

On the eve of the spring festival in 2017, Yuexiu Property Service sent owners fortune stickers, red envelopes and greeting cards with the sincere blessings from Yuexiu Property, to happily greet the Chinese New Year together. Yuexiu Property Service staff all held their posts and organized colourful and exciting lantern festival events for owners in all major neighbourhoods across China: Gold Arch Residence in Ersha Island, Guangzhou turned the lantern festival event into a big party celebrated by both Chinese and foreign friends; All neighbourhoods in Wuhan held various exciting community events, such as rice ball giveaway, lantern riddle guess, and lantern making; In Shenyang, the Hill Lake Project organized a lantern festival gathering for property owners at its club, where bowls of warm rice balls make people feel cosy in the cold winter.



Yuexiu Property Service held a series of spring festival gala



[Case Study]

Family Dinner and Food Sharing in Neighbourhood

Yuexiu Property Service Nansha Company held a "Hundred Family Banquet" event at Southern Le Sand with 18 tables in total and 180 participants. At the site of the event, there were a stage and lottery games, allowing our friends/owners to enjoy food while having casual chats, so as to promote the affection between neighbours. These events won the high recognition among owners: A close neighbour is better than a distant relative!

