

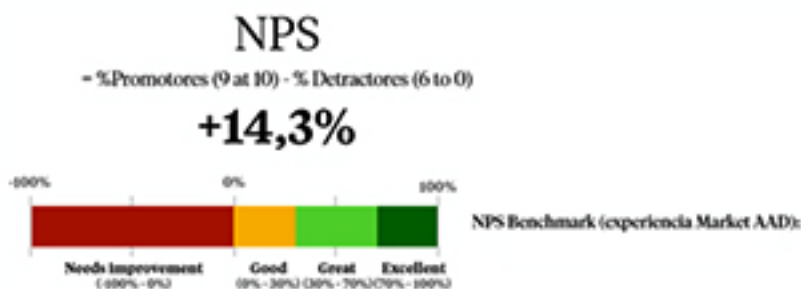
We continue to improve for you

Dear Collaborator,

First of all, **thank you for your participation in the Customer Satisfaction Index (CSI)** carried out by the company Market AAD with the objective of **discovering the level of satisfaction of clients of BSV Electronic.**

I am sure that this action has helped us to confirm what we must **improve in relation to the next 2020 campaign**, and to continue trying to consolidate our virtues and strengths.

After a difficult year, with an important but unseen growth, we are especially happy to have obtained a **good score in one of the key indicators for evaluating the provider-client relationship**, the NPS (**Net Promoter Score**) which indicates the **level of recommendation that we would obtain from our clients.**



It is also satisfying to know that the aspects that our clients appreciate most about BSV Electronic are:

- Wide range of products
- Capacity for innovation
- Commercial focus to offer an opportunity for competitive business
- Perception as a confident and caring business (one of the strongest points)

Moreover, and most importantly, the survey has shown us the main aspects the BSV Electronic needs to improve, and what it must confront in the next few months.

01

Improvement of the compliance of supply

With the objective of improving in this aspect, BSV Electronic has began the following **corrective actions**:

- a. **New production plant in Murcia**, operating since **October 2019** and with the capacity to absorb the predicted growth in the next few years.
- b. **Increase pre-campaign** work in order to **obtain a more accurate sales prediction**. Carried out with excellent results during **the last trimester of 2019**.
- c. **Extension of the Commercial Team** to offer **more agile and tailored communication regarding the status of orders**. Incorporated in **September 2019**.
- d. **New project for the creation of client access to BSV Electronic** so that clients can **check the status of their orders**. Operating **from April 2020**.

02

Improvement of resolution capacity

With regard to this, the business has initiated the following changes:

- a. **Extension of the Commercial Team in order to offer more agile and tailored communication** regarding the **status of orders**. Incorporated in **September 2019**. Moreover, you can see **the organisation chart for the commercial structure that is responsible for the Spanish market**:



José Antonio Ruiz
Director Comercial



Marcelo de Angelis
Zona Sur



Xavier Fornás
Zona Norte



Raquel Fernández
Customer Service

- b. **Improve information systems** so that the commercial team can **reply with more clarity and reliability regarding the status of orders**.

Technical Service and Product Reliability

Main actions taken:

- a. **External SAT Network: extension of areas and continued training** carried out during two days in **December 2019**.
- b. **Quality Departments:** restructuring of the department for **an improved measurement of ratios of quality in origin**. Started in **February 2019**.
- c. **Videos:** production of **installation and maintenance videos** to give support to the network of installers of **BSPOOL products**. You can find the videos easily on the **BSV Electronic page on YouTube**. Started in **October 2019**.



[See YouTube channel](#)

d. **External Components:** an in-depth study of the most sensitive components (e.g. PROBE) to look for adequate **prestige partners** in order to offer the maximum reliability to our clients and collaborators.

Finally, we want to thank you again for the high participation in the **Customer Service Index** (CSI), something that we are sure will help us to continue offering a wide range of complete, reliable and competitive products.

The opinion of our clients has always been important to us and we work to make sure that they do not 'fall of deaf ears', so that we can continue growing together. You are what drives us and we are going to continue working very hard, and with all our efforts, **so that BSPOOL can continue being a provider that helps us to grow our business**. Again, many thanks to each and every one of your survey responses - they are going to be very useful for our work over the next few years.

Yours sincerely,
Jordi Vila