

CSR FOCUS AREAS

Focus 01

Customer Satisfaction and Quality Management (Car Maker/ General Customers and Dealers)

Employee Health and Safety Management

Climate Change and GHG Management

Employee Value Creation

Integrated Environmental Management

Community Involvement and Development

Transparency and Business Ethics

Win-win Supply Chain Partnership

Managerial Issue	2018			2019			
	Goals	Achievements	Completion	Goals	Plans	Deadline	Responsible Team
Win-win management	Offering training programs on shop operation	· Held four sessions of training on strengthening distribution capacity and improving business operations for a total of 661 participants		Offering training programs on shop operation	· Distribution capacity building: promote sell-out; share distribution policies; and spread the knowledge and information on shop operation	Dec.	PCR Channel Marketing Team
		· Provided a total of 354 participants with an introductory training for new shop owners (4 sessions), and programs on product knowledge (6 sessions), sales techniques (6 sessions), and shop management (6 sessions)			· Provide an introductory training for new shop owners: profit-making measures, and customers	Dec.	Retail Business Innovation Team
		· Operated training on the repair of imported cars (6 sessions) and the wheel-alignment equipment and techniques (6 sessions) for a total of 258 participants			· Offer training for staff at our shops: technological courses for imported cars and equipment, and programs for products, sales, shop operation and service	Dec.	Retail Business Innovation Team
Customer satisfaction	Enhancing customer satisfaction	· Established a database (visit, consulting, and shop closing-down): launched T'Station.com to offer a digital-based customer experience		Enhancing customer satisfaction	· Implement and utilize standardized services of a digital-based customer experience	Dec.	Retail Marketing Team
	Including global brands for sales	· Offered tires with different brands at T'Station : Hankook→Hankook, Michelin, Pirelli, Maxxis			· Devise customer royalty programs	Dec.	Retail Marketing Team
Customer communication	On-highway vehicle safety check-up campaigns	· Provided battery and tire pressure check-up services and tips on tire maintenance to drivers in six highway service areas in Korea (four times) · Offered vehicle check-up service during the summer vacation season (in July)		On-highway vehicle safety check-up campaigns	· Conduct improvement activities focusing on the efficiency of on-highway vehicle safety check-up campaigns: enhancing customer satisfaction by providing services and promotional materials with their requirements reflected	Dec.	Korea Technical Service Team
	Free mobile vehicle check-up services	· Offered these services 174 times · Visited government offices, companies and venues of local festivals to provide free check-up service · Launched promotional activities at T'Station shops, including welfare programs in partnerships with companies			Free mobile vehicle check-up services	· Check a service management system	Dec.