

CSR FOCUS AREAS

Focus 01

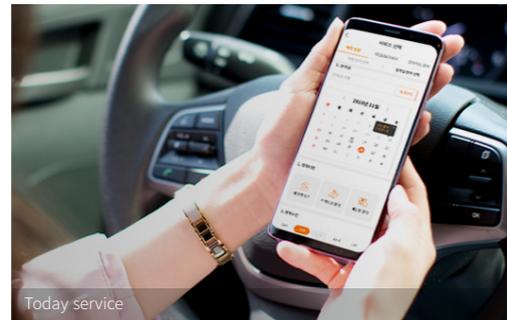
- Customer Satisfaction and Quality Management (Car Maker/ General Customers and Dealers)
- Employee Health and Safety Management
- Climate Change and GHG Management
- Employee Value Creation
- Integrated Environmental Management
- Community Involvement and Development
- Transparency and Business Ethics
- Win-win Supply Chain Partnership

Win-win management

We provide our shop owners with training programs to share a value of ‘driving for happiness’ and achieve shared growth with our customers and dealers.

Training programs on shop operation

We provided a variety of programs for our shop owners to help them effectively operate their businesses and increase customer satisfaction. Programs on shop operation and how to serve customers were offered and new shop owners were provided an introductory training course. In 2018, a total of 258 participants received training on product knowledge, the repair of imported cars, and



다양한 브랜드에 미쉐린까지



Multiple brands

wheel-alignment techniques in an effort to strengthen their professional capacities. We will step up our efforts to support shop owners and dealers to bolster their confidence in shop operation and ensure the provision of high-quality service to customers.

Customer satisfaction

To increase customer satisfaction, our T'Station brand is offering a positive purchase experience and new concepts in services to customers through the sales of global tire brands, the T'Station.com website, and Today service.

Increasing customer satisfaction

T'Station.com is a digital-based online and mobile platform that allows customers to purchase tires that meet their needs. By utilizing our network of 300 T'Stations across the country, customers can enjoy the same service and experience as they do offline. In particular, its Today service, a new concept of service devised for maximizing customer satisfaction, allows customers to have their tires installed on the day of purchase at T'Station.com.

Sales of global tire brands

To increase customer convenience and satisfaction by providing a wide range of choices, T'Station has expanded the scope of its products to include global tire brands such as Michelin, Pirelli, and Maxxis. This allows customers to select optimal products according to their preferences and driving style. They also can enjoy ‘total care’ service from experienced tire professionals using advanced equipment.

Customer communication

We offer services to reach and listen to customers as a means to increase their satisfaction by improving product and service quality.

On-highway vehicle safety check-up campaigns

We set up booths in six highway service areas in Korea to provide battery, tire pressure, and oil checks along with windshield washer fluid refill. While offering these services, we provided drivers with tips on tire maintenance and information about its importance for road safety. In addition, campaigns to enhance our corporate image were conducted during the summer vacation season.

Free mobile vehicle check-up services

To strengthen communication with customers and promote safe driving, we provided free mobile vehicle check-up services 174 times for a total of 7,619 cars in 2018. In 2019, we plan to offer free tire pressure and wear checks and maintenance tips in places with a heavy car presence, such as at local festivals.

FA¹⁾ service by region

Region	Seoul/Gyeonggi/Incheon	Busan/Gyeongnam	Chungcheong	Gwangju/Honam	Gyeongbuk	Total
FA service (unit: time(s))	35	10	9	4	3	61
Mobile service						
	Seoul/Gyeonggi/Incheon	Busan/Gyeongnam	Chungcheong	Gwangju/Honam	Gyeongbuk	Total
Mobile service (unit: time(s))	19	16	23	24	31	113
Automobiles subject to check-up services	884	1,125	1,026	961	1,600	5,596

1) FA: Fleet Account