

Customer Satisfaction Policy

Borusan Pipe's customer satisfaction policy is based on customer orientation. In line with customer demands and expectations, we continuously improve our processes and aim to establish long-lasting relations with our customers.

In order to ensure lasting customer satisfaction, we measure and assess whether the customer requirements were met as well as the customer's changing expectations and announce it to all employees, conduct product development and certification work where necessary, organize training courses in order to raise awareness with the user, take seriously even the smallest dissatisfaction with the product and take corrective action.

Any and all feedback received from our customers is considered a gift. With 60 years of experience under our belt and our customer-oriented service, we use all resources at our disposal to translate these feedbacks into customer satisfaction.

Positive feedbacks show that we are on the right track while improvement suggestions are "important inputs that helps us with our goal of always being a step ahead. That's why Borusan Pipe customers are encouraged to give feedback. Borusan Pipe has a "VoC – Voice of Customer Management System" in place. The system collects the demands and opinions of our customers and addresses and evaluates them in a systematic and holistic manner. Business processes are improved so as to best meet the expectations of our customer; products and services that meet these expectations are developed.

ISO 10002: 2004 Customer Complaints Management

Blazing another trail in the world in the pipe industry, Borusan Pipe was awarded the ISO 10002 Customer Complaints Management Quality System Certification. In line with this approach, continuous improvement efforts are undertaken so as to boost customer satisfaction.