

## **GLOBAL CUSTOMER CARE POLICY**

### **Introduction**

WWRD's customers range from individual shoppers at our stores and on-line, wholesale accounts, major hotel chains and international airlines, distributors and licensees. It is important that each customer is treated to the same high quality response. This policy and the standards within it apply to everyone.

WWRD is committed to putting its customers at the top of its agenda. This customer care policy sets out what this means in practice.

### **Who Is Responsible For This Policy?**

This Policy covers WWRD Holdings Limited and all its subsidiaries and associate companies worldwide ("WWRD"). It also covers every individual working in or with WWRD, at any level or grade and wherever located.

The Chief Executive Officer has overall responsibility for the effective operation of this policy.

All managers within WWRD must set an appropriate standard of customer care, lead by example and ensure that those they manage adhere to this policy.

### **Policy Objectives**

As a major world-wide producer of luxury brand items, WWRD provides a wide range of products and services. Each of WWRD's customers has an expectation of those products and services. It is important that WWRD understands and delivers the same high quality standards of customer care to all its customers..

### **Policy**

Each operation within WWRD has its own customers with individual customer care needs. Additionally, all applicable local laws and standards must be complied with, as a minimum standard. However, WWRD has set the following over-arching objectives designed to underpin local requirements and the continuing prosperity of WWRD's business whilst ensuring that every customer can expect the highest quality of customer care and be treated in a courteous and friendly manner.

To achieve continuous improvement in its standards of customer care, WWRD:

- Invests in its facilities and equipment;
- Provides training its staff suitable for their role in the business;
- Works in partnership with our people, customers, supply chain and business partners to promote best practice and to deliver high quality products.

Specifically, WWRD seeks to:

- Treat customers and their data with respect;
- Be honest and accurate with the information we provide;
- Act in a professional manner and be courteous at all times;
- Respond to enquiries promptly or explain the reason for any delay;
- Conduct correspondence professionally and confidentially;
- Be open and honest and explain our decisions;
- Put things right when we make a mistake;
- Accept a customer's right to complain and provide a full investigation and considered response.

### **What We Ask Of Our Customers**

WWRD requests that each customer:

- Treats all of our staff with courtesy and respect, avoiding unacceptable behaviour;
- Gives us the information and documentation we need to help you;
- Helps us by telling us when we do not meet your expectations, giving your views and suggestions