

Customer Relationship Management

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Introduction



Customer relationship management (CRM) at GULF goes beyond service response and becomes a strategic capability that strengthens trust, reliability, customer loyalty, commercial resilience, and long-term value creation. As a major power producer and solar system provider, GULF's CRM approach supports customers across the full energy relationship lifecycle—from awareness, consultation, contracting, connection, installation, operation, issue resolution, performance monitoring, and continuous improvement.

GULF defines and manages customer journeys by segment to ensure consistency and accountability at every touchpoint.

- For power supply customers: the journey includes onboarding, contracting, connection, billing, supply reliability, service requests, outage communication, issue resolution, renewal, and relationship review.
- For solar customers: the journey includes lead qualification, consultation, site survey, technical design, proposal, financing or commercial approval, permitting, installation, commissioning, user training, system monitoring, preventive maintenance, warranty, and renewal or expansion.

Service Standards and Commitments

- Respond to customer inquiries within defined timeframes by channel and issue severity.
- Provide clear acknowledgement, case reference, responsible owner, and expected resolution timeline for every complaint or service request.
- Maintain emergency response protocols for outages, safety incidents, system failure, and critical customer operations.
- Communicate planned maintenance, grid interruptions, project milestones, and installation changes proactively.
- Ensure qualified technical support for solar system design, installation, monitoring, performance, and maintenance.
- Provide accurate billing, transparent contract explanations, and accessible dispute resolution.
- Conduct periodic relationship reviews with key accounts and strategic customers.

Integration with Sustainability and ESG

CRM should support GULF's sustainability strategy by helping customers access cleaner energy solutions, reduce emissions, improve energy efficiency, and understand the environmental benefits of renewable energy adoption. Customer engagement should also support just transition considerations, community acceptance, affordability, accessibility, safety awareness, and transparent communication on environmental and social performance.

Customer Privacy



Privacy Policy

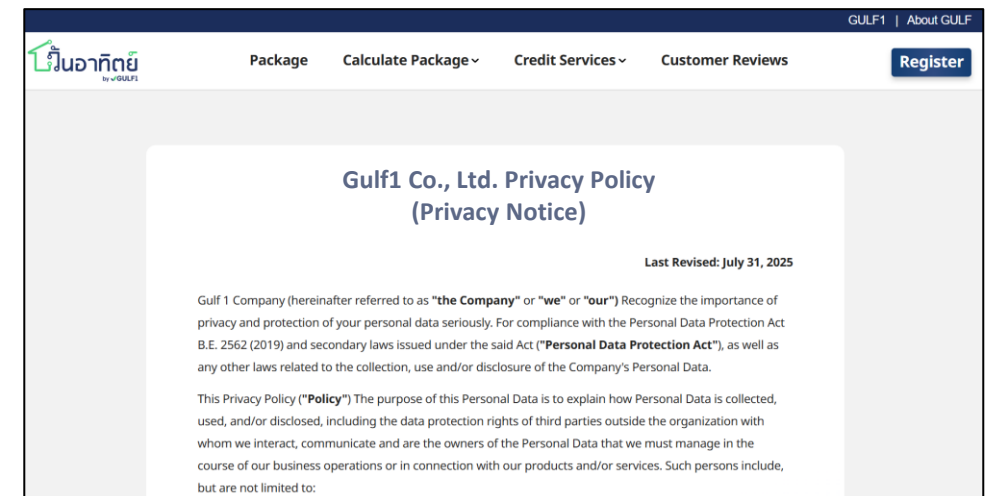
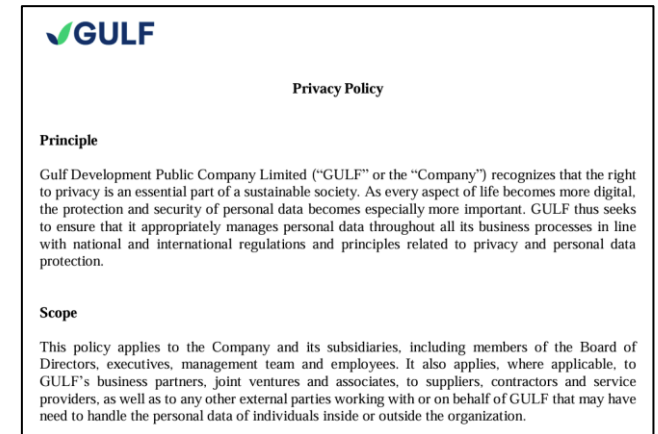
GULF recognizes that the right to privacy is an essential part of a sustainable society. As every aspect of life becomes more digital, the protection and security of personal data becomes especially more important. GULF thus seeks to ensure that it appropriately manages personal data throughout all its business processes in line with national and international regulations and principles related to privacy and personal data protection. Our goal is to protect information from unauthorized access or from improper use or disclosure. Therefore, appropriate technological measures have been implemented to help protect privacy and personal data, including measures to limit access to data and verify authorized users.

Privacy Notice

GULF1 complies with GULF's Privacy Policy and has developed this Privacy Notice to cover all necessary matters relating to its business activities with customers, including those conducted in the ordinary course of business or in connection with its products and/or services. This Privacy Notice aims to ensure compliance with the Personal Data Protection Act B.E. 2562 (2019), relevant subordinate regulations issued under the Act (**"Personal Data Protection Act" PDPA**), and any other applicable laws governing the collection, use, and/or disclosure of the Company's personal data.

Topics included in the Privacy Notice are as follows:

- How We Collect, Use and/or Disclose and Protect Your Personal Data
- Purpose and Legal Basis for Collecting, Using and/or Disclosing Your Personal Data
- Disclosure of Personal Information
- International Transfers of Personal Data
- Security of your personal data
- Retention of your personal data
- Use of Cookies
- Links to third parties
- Your Right to Protection of Your Personal Data



Sources :
Privacy Policy [privacy-policy-EN.pdf](#)
Privacy Notice [1RTID](#) | [GULF1](#)

Customer Relationship Management (CRM)

GULF1's CRM system links customers, sales channels, and delivery partners on a single connected digital platform.

Customers can register the inquiry through

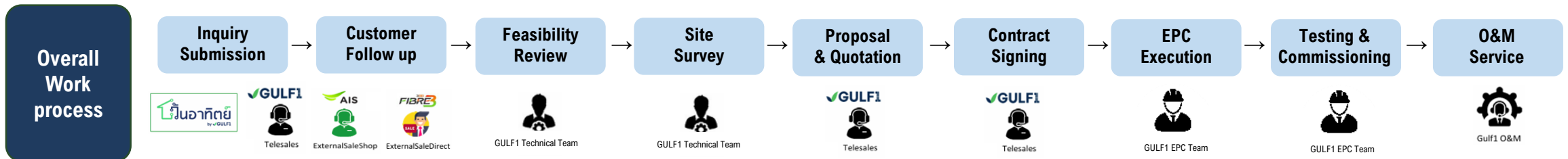
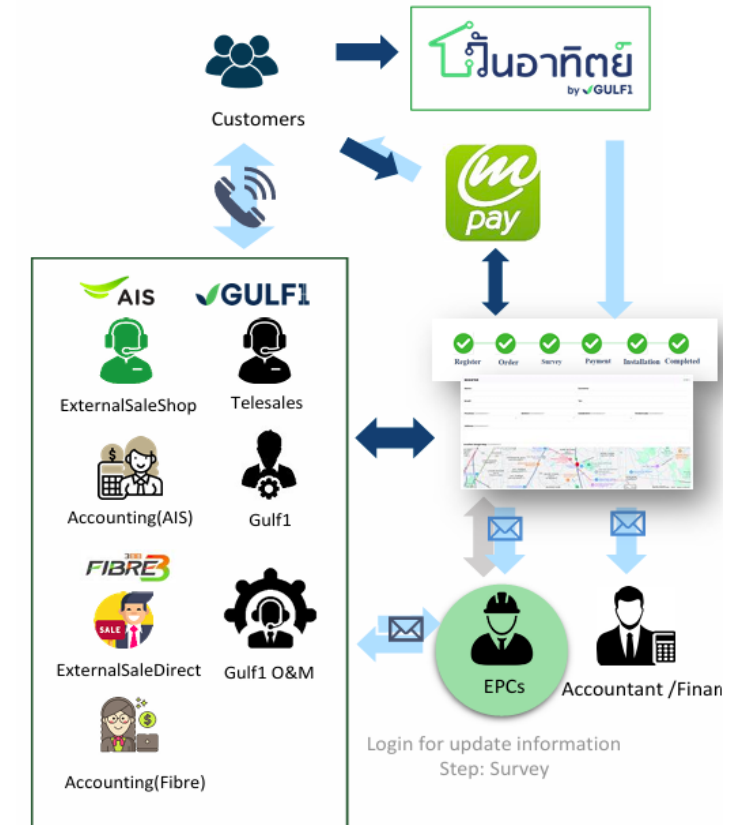
- 1RTID platform of GULF1 - customer fills in the online form or contacts GULF1 via the website
- Telesales by GULF1
- Partner networks: external sales shops (by AIS) and Fibre3 external sales direct

A central order and quotation workspace tracks each case end to end, covering leasing calculation, Engineering, Procurement and Construction (EPC) login, order management, quotation creation and review, survey reports, quotation copying, and discount logic.

EPC contractors, GULF1 Operations and Maintenance (O&M) teams, and accounting or finance functions log in to update job status, survey results, and billing information at each step.

The result is one shared view of the customer journey — from inquiry and quotation to installation, service, and payment — supporting faster response, clearer accountability, and reliable record keeping.

To strengthen customer relationship management, GULF1 provides sales incentives to its network sales personnel to promote effective marketing, proactive engagement, and consistent customer support.



Customer Engagement



Customer engagement is conducted through direct and indirect interaction, as well as through digital and other channels such as customer portals, email, hotlines, online forms, websites, and complaint or grievance mechanisms.



Direct meetings or site visits

- face-to-face discussions,
- project briefings,
- plant visits, or
- customer review meetings



Customer satisfaction surveys

- annual surveys
- standard rating scale
- open comments



Customer service or account manager contact

- regular communication through responsible sales, commercial, or project teams



Customer workshops or consultation sessions

- structured sessions to gather feedback on services, project performance, or future needs



Digital portal or online platform

- customer portal for submitting requests, tracking service status, accessing documents, or providing feedback



Email and official correspondence

- formal communication for complaints, inquiries, notices, or follow-up actions



Hotline or call center

- dedicated channel for urgent issues, complaints, or technical support



Complaint and grievance channels

- formal channels for customers to raise concerns,
- tracking and response procedures



Mobile application or online form

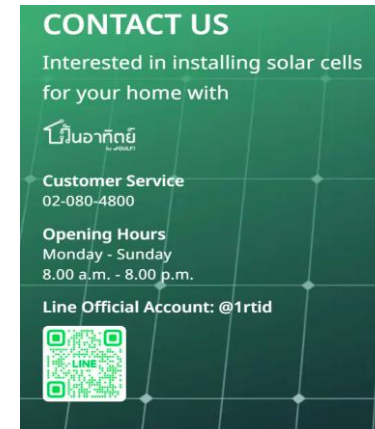
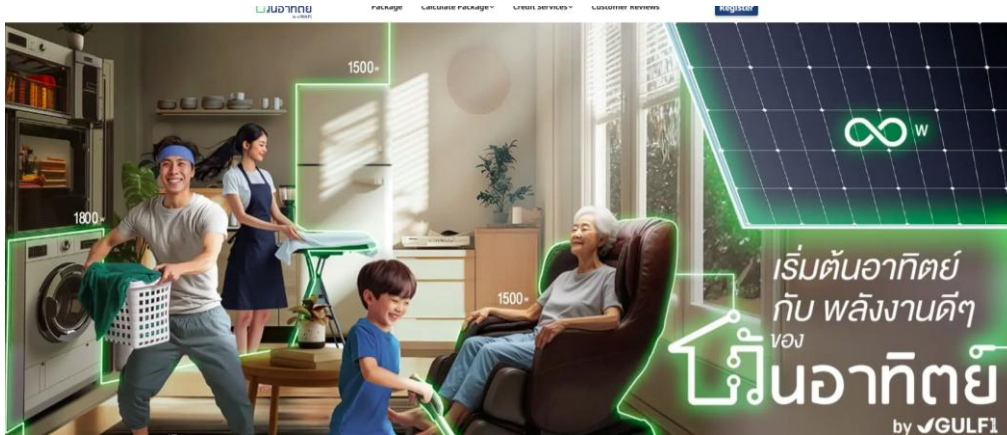
- convenient digital channel for service requests, inquiries, and feedback submission



Social media or website contact form

- public-facing channels for general inquiries, announcements, and customer feedback

1RTID Customer Website – External Platform



Through 1RTID customer website, GULF1 provides necessary information including Package, Calculation Package (for package and leasing), Credit Services, Customer Reviews, Registration form and Contact details. The website also provides channels that customers can use to submit inquiry, request support and give feedback. Inquiries about solar installation can be raised through either a voice or a self-service digital route as follows:

- Online form registration – which requires terms and conditions, privacy policy and consent acknowledgment
- Dedicated customer service phone line
- Digital messaging channel – through LINE Official Account and QR Code
- Direct email contact

Under the PDPA, customers must provide clear affirmative consent before the organization uses their personal data for a specific purpose (opt-in consent). They must also be given a clear and accessible way to refuse, withdraw, or stop certain uses of their data, either after giving consent or where another lawful basis applies. This consent form authorizes GULF1 to disclose and transfer specified personal data. Consent request is separated from general terms and conditions, particularly for optional activities such as direct marketing, profiling, personalized offers, and research.

For General Customers

**Please fill in your information below. We will get back to you with the details of the solar home you are interested in.

Name *	Last name *
Email *	Phone Number *
	0123456789
Province *	District *
Select a province	Select District
Sub-district *	Postal Code *
Select Sub-district	
Address (Installed) *	

Please specify the installation location. [Pin an address](#)

Electricity bill *

Lighting *

☒ 1 Phase ☐ 3 Phase

Lighting Period *

Choose a convenient date and time for inspection. *

Discount Codes *

Employee Referral Code *

☐ I agree to the [Terms and Conditions of Use of the Platform](#) and acknowledge the [Privacy Policy](#).

☐ I agree to advertise, publicize, and offer products and services. Privileges and Marketing Activities of the Company Group companies and selected partners The company relies on the consent of error.

☐ I consent to the analysis and research of my information. To develop and improve the business. Products and services related to the installation of solar cells Including other products and services of the Company. Group companies and selected partners The Company relies on consent.

However, I can exercise my right to withdraw consent through 1rtid@gulf.co.th if I have not given my consent or withdrawn my consent. As a result, I may not be able to receive the service, and may not receive information that is useful to me.

☐ I'm not a robot

Sources :

[1RTID | GULF1](#)

Terms and Conditions of Use of the Platform [1RTID | GULF1](#)

1RTID Portal – Internal Platform for Customer Management

To ensure the overall management of connected information from the customer website, 1RTID, GULF1 has an internal centralized customer operational management digital platform and data architecture, so-called 1RTID Portal, featured with

- **Single customer view**

Integrate customer profile, contract, project status, billing, service history, complaints, energy consumption, solar system performance, and communication records.

- **Omni-channel case management**

Capture and manage requests from phone, email, website, mobile app, social media, field teams, and account managers in one workflow.

- **Analytics and dashboards**

Track customer satisfaction, response time, resolution time, repeat issues, outage impact, solar performance, churn risk, and service quality.

- **Data protection controls**

Apply appropriate consent, access control, retention, cybersecurity, audit trail, and privacy safeguards.

In this portal, we have modules to oversee the

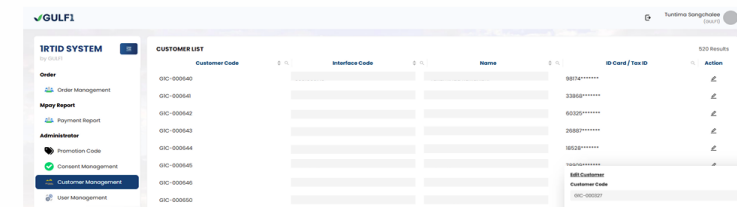
- **Customer Management**
- **User management**
- **Order management**
- **Consent Management**
- **Quotation and Payment**
- **EPC and O&M**

Access to customer data should also be limited based on role and purpose to ensure that employees only use the data for approved and necessary activities.

1Rtid Portal

- **Customer Management**

1. ในหน้านี้มีไว้เพื่อแสดง และแก้ไขข้อมูล Customer Master โดยส่วนของ Interface Code จะมีการนำข้อมูล customer code จาก SAP มาแสดง
2. GULF1 จะสามารถเห็นและแก้ไขข้อมูล Customer Management ได้
3. Telesale จะไม่สามารถเห็นเกี่ยวกับ Customer Management ได้

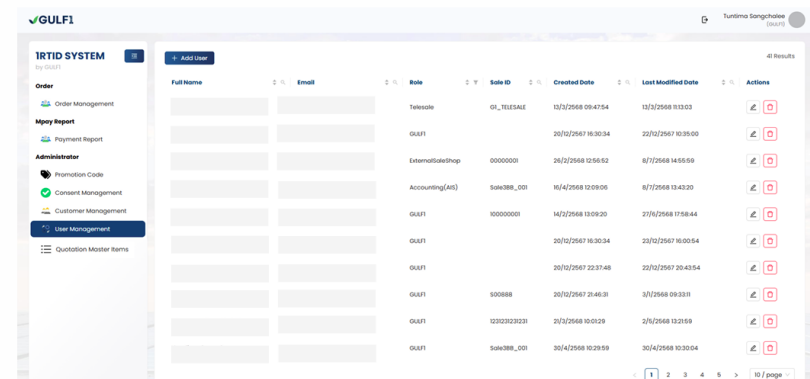


Customer Code	Interface Code	Name	ID Card / Tax ID	Action
GIC-000042		99171*****	23102*****	🔍 ✎ 🗑
GIC-000042		99171*****	23102*****	🔍 ✎ 🗑
GIC-000042		99171*****	23102*****	🔍 ✎ 🗑
GIC-000042		99171*****	23102*****	🔍 ✎ 🗑
GIC-000044		99171*****	23102*****	🔍 ✎ 🗑
GIC-000045		99171*****	23102*****	🔍 ✎ 🗑
GIC-000045		99171*****	23102*****	🔍 ✎ 🗑
GIC-000050		99171*****	23102*****	🔍 ✎ 🗑

1Rtid Portal

- **User Management**

1. ในหน้านี้จะเกี่ยวกับการจัดการสิทธิ์การใช้งานระบบ โดยสามารถ Add, Edit และ Delete user ได้ และ role ของระบบจะประกอบด้วย 7 role คือ GULF1, Telesale, ExternalSaleShop, Accounting(AIS), ExternalSaleDirect, Accounting(Fiber) และ Finance
2. GULF1 จะสามารถเห็นและแก้ไขข้อมูล User Management ได้
3. Telesale จะไม่สามารถเห็นเกี่ยวกับ User Management ได้



Full Name	Email	Role	Sale ID	Created Date	Last Modified Date	Actions
		Telesale	01_TELESALE	12/2/2568 09:47:54	12/2/2568 11:13:03	🔍 ✎ 🗑
		GULF1		20/12/2567 16:30:34	22/12/2567 10:39:00	🔍 ✎ 🗑
		ExternalSaleShop	00000001	24/12/2568 12:56:52	8/1/2569 14:55:59	🔍 ✎ 🗑
		Accounting(AIS)	546368_001	16/4/2568 12:09:06	8/1/2568 13:43:20	🔍 ✎ 🗑
		GULF1	00000001	14/12/2568 13:09:20	21/12/2568 17:58:44	🔍 ✎ 🗑
		GULF1		20/12/2567 16:30:34	22/12/2567 10:39:00	🔍 ✎ 🗑
		GULF1		20/12/2567 22:37:48	22/12/2567 20:43:54	🔍 ✎ 🗑
		GULF1	500988	20/12/2567 21:46:39	15/1/2569 09:33:11	🔍 ✎ 🗑
		GULF1	12332323231	21/2/2568 10:03:29	15/1/2568 10:33:59	🔍 ✎ 🗑
		GULF1	546368_001	30/4/2568 10:29:59	30/4/2568 10:30:54	🔍 ✎ 🗑

Consent Management



Consent management is a key control that enables Customer Relationship Management (CRM) systems to collect, use, and manage customer information in a lawful, transparent, and customer-centric manner, when data is used for marketing, personalized advertising, research, analytics, or other purposes beyond the original service request.

Once consent is collected, the CRM system records the details of each consent decision, including the customer identity, consent status, purpose of consent, collection channel, date and time of consent, version of the privacy notice, and any subsequent withdrawal or preference changes. Only authorized teams are allowed to access the information. This consent record is linked to

- customer profile - so that sales, marketing, service, and GULF1 team can clearly identify which activities are permitted for each customer.
- consent preferences - embed into CRM workflows and marketing tools.

For example, the system should prevent promotional emails, SMS campaigns, retargeting activities, or research invitations from being sent to customers who have not provided the required consent or who have opted out.

To maintain accountability, GULF1 regularly reviews consent records, monitors compliance with approved purposes, updates privacy notices when processing activities change, and retains evidence of consent for audit and regulatory purposes. Feedback, complaint, and service data collected are embedded into CRM before being reused for marketing, research, segmentation, or advanced analytics to ensure that such use remains consistent with the customer's consent and the data protection obligations. GULF1 ensures that the disclosure and transfer of specified customer personal data are conducted in accordance with customer consent, the [Privacy Notice](#), and applicable [terms and conditions](#). Accordingly, no customer data is used for secondary purposes.

Sources :

Privacy Notice [1RTID | GULF1](#)

Terms and Conditions of Use of the Platform [1RTID | GULF1](#)

■ 1Rtid Portal



• Consent Management

1. This page is used to add/edit or withdraw consent. It displays information of individuals who have registered into the system, and when consent is withdrawn, the system sends an email to the customer.
2. GULF1 can view and edit Consent Management data.
3. Telesale cannot see the Consent Management tab.

Customer Satisfaction

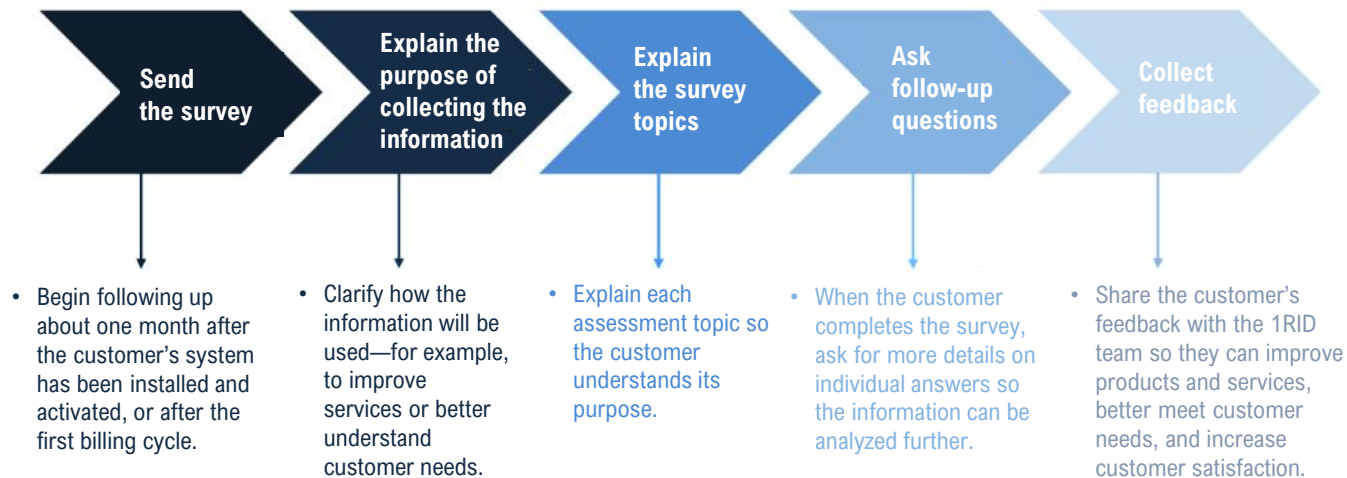


Method and Measurement

Customer satisfaction is measured at least once annually through an online survey. Where a customer is unavailable, the Company shall confirm the customer's preferred channel for receiving the survey, such as email or LINE Official Account. The survey is designed to collect customer feedback on the Company's performance and to provide information for evaluating whether customer expectations are being met.

GULF1 uses a structured annual customer survey combining rating scales and open feedback to measure satisfaction across electricity quality, service speed, communication, staff performance, and customer loyalty. The results are intended to guide improvements in operational reliability, customer service, and overall experience.

Steps for Customer Satisfaction Survey (CSAT)



GULF1

GULF1 Customer Feedback (2025)

Your response has been recorded.

[Submit another response](#)

This content is neither created nor endorsed by Google. - [Contact form owner](#) - [Terms of Service](#) - [Privacy Policy](#)

Does this form look suspicious? [Report](#)

Google Forms

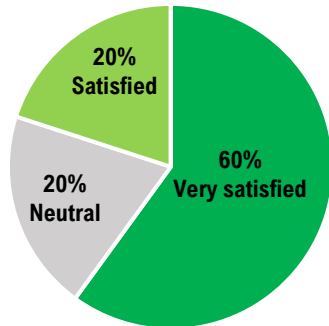
Customer Satisfaction



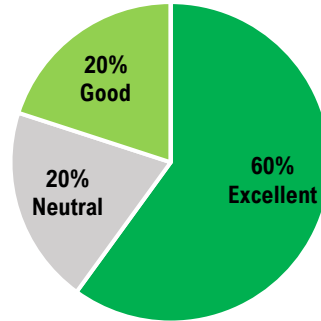
Performance and Target

The results are consolidated, analyzed, and reported during the management review meeting. Issues and improvement opportunities identified through the analysis are used to establish corrective and preventive actions and to incorporate for product and service improvements. Low scores and material comments shall be reviewed for follow-up even when the overall result meets target. The responsible personnel monitor these actions and report their status and outcomes to management for review and further direction.

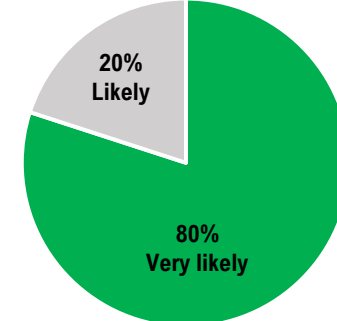
How satisfied are you with
quality of electricity received?



How would you rate the service
provided by our staff?



How would you rate the service
provided by our staff?



To ensure this process remains effective, GULF sets management targets and reviews them annually based on risks, customer expectations, past performance, and contractual commitments.

- Overall satisfaction: **at least 85% favorable.**
- Complaint-resolution satisfaction: **at least 90% favorable.**

Complaint Handling, Escalation, and Resolution Process



A best-in-class CRM system should include a formal complaint and grievance mechanism that is accessible, transparent, timely, impartial, and documented. GULF1 shall manage complaints and satisfaction information according to the following principles:

- **Accessibility:** Customers can submit feedback through clear and convenient channels.
- **Impartiality:** Complaints are assessed objectively and without retaliation.
- **Responsiveness:** Receipt is acknowledged and progress is communicated within defined timeframes.
- **Confidentiality:** Personal, commercial, and investigation information is restricted to authorized users.
- **Accountability:** Every complaint has a named owner, due date, status, and approval trail.
- **Evidence-based decisions:** Findings and actions are supported by facts and documented analysis.
- **Continual improvement:** Complaint and survey trends are used to improve processes and prevent recurrence.

Classification, Priority, and Service Levels

Level	Typical Criteria	Acknowledgement	Initial Assessment	Target Resolution
Critical	Safety, legal or regulatory exposure; major environmental impact; suspected fraud; severe service failure; material customer or reputational impact	Within 4 working hours	Same business day	Containment within 24 hours; resolution plan within 3 business days
Major	Significant service disruption, repeated failure, contractual concern, or substantial customer impact	Within 1 business day	Within 2 business days	Within 10 business days
Minor	Limited inconvenience, isolated issue, suggestion, or low-impact documentation/service concern	Within 1 business day	Within 3 business days	Within 20 business days

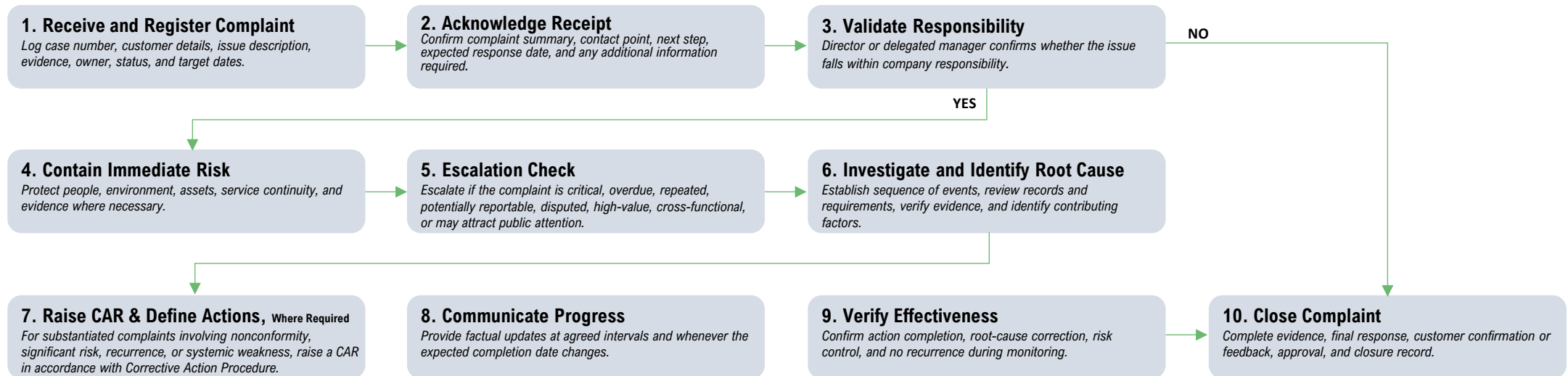
Where the target cannot be met, the responsible owner shall explain the situation to the customer and agree on a revised completion date. Critical complaints, Service Level Agreement (SLA) breaches, recurring complaints, and matters involving multiple departments shall be escalated immediately to the Department Manager and Director.

Complaint Handling, Escalation, and Resolution Process



Complaint Intake and Registration

Complaints may be received through the online complaint system, customer portal or web form, email, telephone, meeting, written correspondence, project channel, or another department. The receiver shall forward the complaint to the responsible Project/Operations Engineer within one business day. Anonymous complaints may be accepted when sufficient information is available for a reasonable investigation. Duplicate complaints shall be linked rather than deleted so that frequency and recurrence remain visible.



Confidentiality and Data Protection

Access shall be limited to people with a business need. Personal and commercially sensitive information shall be collected only when necessary, used for the stated purpose, shared through approved channels, and disposed of according to the retention schedule. Survey reports should be anonymized or aggregated where individual identification is unnecessary. Conflicts of interest shall be declared and managed by assigning an independent reviewer.

Incorporating Feedback into Product and Service Development



GULF1 establishes a closed-loop feedback system to ensure that customer insights are systematically captured, analyzed, prioritized, and translated into improvements in products, services, operations, and customer experience. Feedback should be treated as a source of innovation for power supply solutions, solar system offerings, energy advisory services, and sustainability-related customer support.

Feedback collection mechanisms and processing

Systematic feedback collection

Capture feedback through all channels, as well as post-installation reviews, maintenance visits, and strategic customer meetings.

The feedback is usually recorded in the 1RTID - internal CRM portal to create a consolidated view of each customer's interaction history, preferences, concerns, and service experience.

Voice of customer analysis

Consolidate customer feedback into structured insights and is classified by type, such as complaint, enquiry, compliment, service request, product suggestion, or marketing preference.

Cross-functional review process

Establish regular feedback review forums involving relevant teams.

Communication back to customers

Inform customers how their feedback has contributed to improvements, where appropriate.

Customer feedback from the survey

Customer Value

- Product quality and installation expertise.
- Good after-sales service and product quality that customers would recommend.
- Clear instructions on using the equipment, especially for customers unfamiliar with them.

Positive Feedback

- The installation team works quickly and accurately and clearly explains how to use the system.
- Customers trust the installed equipment.

Customer Concerns

- How to use the Fusion Solar system.
- More equipment and brand options.
- Cost-effectiveness and savings from solar installation.

Incorporating Feedback into Product and Service Development



Solutions to enhance customer experience from their concerns

Example 1 : Develop a comprehensive Installation Guide and User Manual for the Solar Production Monitoring Application and distribute them to customers. These materials provide clear instructions and step-by-step guidance.



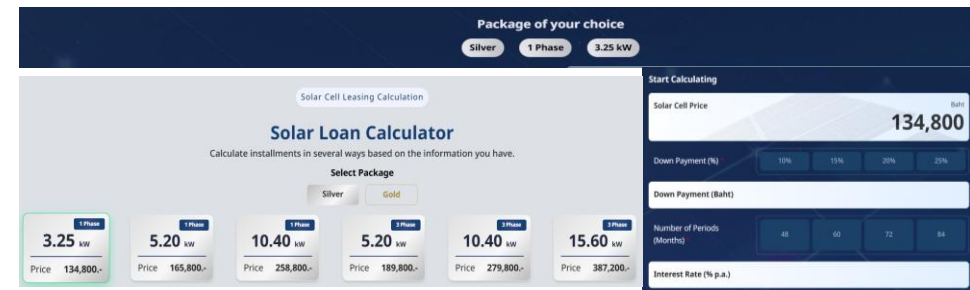
Example 2: Offer more options of equipment from different brands with more efficiency and better matched to customer expectations on electricity bills



Example 3: Develop the “Package” calculation tool to help customers optimize system performance to achieve the expected savings on electricity bills.



Example 4: Develop the “Solar Loan” calculation tool to help customers estimate monthly installments, loan tenure, and interest, and compare financing options.



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