



The
**Ceylon
Chamber of
Commerce**

BEST CORPORATE CITIZEN

SUSTAINABILITY AWARD **2024**

PEOPLE. PLANET. PROFIT





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CUSTOMERS RELATIONS

Product or service responsibility

Enhanced Product/Service Offerings

- Implemented changes to make products/services safer, easier, and less burdensome for consumers.
- Proactively modified offerings to align with current and future environmental and social trends.

Sustainable Product/Service Portfolio (Top 20%)

Sustainable Sourcing

- Identified and sourced materials sustainably.
- Communicated sustainable sourcing practices to customers.

Sustainable Manufacturing

- Implemented sustainable manufacturing processes.
- Conveyed sustainability aspects in marketing and communication.

Safe and Sustainable Use

- Ensured products are safe and contribute to sustainability.
- Communicated safety and sustainability features to end consumers.

Product or service responsibility

Communication and Monitoring

- Engaged with a percentage of the customer universe for each aspect (sourcing, manufacturing, safe use).
- Utilized facts and data to demonstrate the positive impact of decisions on environmental and social trends.

Proactive Modifications

- Implemented policies, procedures, and changes in mechanisms to minimize negative impacts.
- Introduced new products, R&D innovations, and sustainable packaging.

Responsible marketing

Customer Complaint Handling

- Implemented mechanisms to track, record, and respond to customer complaints.
- Engaged with a percentage of the customer universe and recorded responses.
- Data-driven approach to showcase effectiveness in addressing complaints.

Responsible Advertising and Promotion

- Established systems and processes to ensure responsible advertising.
- Allocated a percentage of funds to Advertising and Promotion (A&P) campaigns.
- Adhered to legal frameworks, communicated validated facts, and maintained integrity.
- Proactive initiatives to set or exceed industry standards in ethical marketing.

Responsible marketing

Environmental Impact Mitigation

- Addressed negative impacts on resource utilization and the environment during distribution/expansion.
- Identified potential issues and implemented new mechanisms, policies, and procedures.
- Detailed the process of minimizing negative impacts through strategic planning and execution.

Crisis Management and Communications

- Established a 'Code Red' Crisis Management & Communications Directive.
- Preparedness for crises, including pandemics, disasters, and disruptions to business.
- Crisis management plan available for effective response and communication.



Responsible marketing

Gender Bias in Marketing Communications

- Ensured marketing communications are reviewed for gender stereotyping and bias.
- Implemented strategies to manage and eliminate gender bias.
- Examples of proactive steps taken to address and rectify any identified issues.

Customer dialogue

Customer Segmentation and Prioritization

- Established a comprehensive approach to segment and prioritize customers.
- Defined criteria for segmentation, considering demographics, behavior, and preferences.
- Prioritized customers based on strategic importance and potential value.
- Continuous Customer Dialogue

Maintained regular and continuous dialogue with customers

- Implemented channels for information dissemination and collection.
- Demonstrated commitment to a two-way communication process.
- Systems, Processes, and Policies

Implemented robust systems, processes, and policies for customer engagement

- Overcame challenges by adapting strategies and enhancing communication channels.
- Regularly reviewed and updated policies to align with evolving customer needs.

Customer Strategy

- Explain who is your customer.
- What is the overall value proposition?
- What is the level of customer care as a differentiator?
- What are strategic level KPIs monitored?

Future orientation

Mitigation of Negative Impacts

- Identified potential negative impacts based on industry trends and international developments.
- Implemented proactive measures to mitigate adverse effects on customers/consumers.
- Addressed environmental, social, and ethical considerations in product/service development.

Enhancement of Positive Impacts

- Aligned with growing trends to enhance positive impacts of products/services.
- Incorporated industry best practices and international standards into long-term initiatives.
- Focused on creating a positive customer experience with sustainable and innovative offerings.

Future-Driven Strategies

- Incorporated a forward-looking approach in the development of long-term initiatives.
- Anticipated future customer needs and expectations.
- Ensured adaptability to evolving international industry norms and trends.