



The
**Ceylon
Chamber of
Commerce**

BEST CORPORATE CITIZEN

SUSTAINABILITY AWARD **2025**

PEOPLE. PLANET. PROFIT



Customer Relations



Product & Service Responsibility

- Report on efforts to make products/services safer, easier, and sustainable
- Focus on top 20% contributing to 80% of sales
- Cover sourcing, manufacturing, usage, and communication

Responsible Marketing

- Systems for tracking/responding to complaints
- Ethical advertising and A&P practices
- Managing distribution impact & having crisis plans
- Gender-sensitive communication

Customer Dialogue

- How customers are segmented & engaged
- Two-way communication systems
- Data table: feedback, complaints, and actions taken

Customer Strategy

- Who is your customer?
- What is your value proposition & KPIs?
- Level of customer care offered

Future Orientation

- Long-term actions taken based on trends
- Steps to reduce negative impact and improve value