

CODE OF CONDUCT

CLIENT SATISFACTION

APRIL 2025



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CODE OF CONDUCT

#Client Satisfaction





الجزائرية القطرية للصلب
ALGERIAN QATARI STEEL



MESSAGE FROM THE GENERAL MANAGER

Dear Valued Clients, Partners, and Stakeholders,

At Algerian Qatari Steel (AQS), our commitment to excellence goes beyond steel production – it extends to the very heart of our relationships with you. In an increasingly competitive and demanding market, client satisfaction is not just a goal – it is a core principle that guides our daily actions.

This **Client Satisfaction Code of Conduct** is a reflection of our values: integrity, quality, transparency, and continuous improvement. It represents a **shared promise between AQS and our clients** – a promise to always act with professionalism, deliver on our commitments, and place your needs at the center of everything we do.

Through this document, we aim to strengthen trust, reinforce our mutual goals, and ensure that every interaction with AQS is marked by respect, responsiveness, and lasting value. Thank you for your confidence in our company. We remain fully committed to growing with you and for you.
Warm regards,

AQS General Manager, Mr. Yosef Ahmed Al Muhannadi



OUR VISION AND COMMITMENT

At AQS, we are committed to **providing high-quality steel products** while ensuring **client satisfaction** is at the heart of all our activities. Our vision is to be the leading provider of steel in Algeria and the region, driven by innovation, operational excellence, and unwavering commitment to client service.

- Client-first approach: We always place our clients' needs at the forefront, delivering exceptional value through our products and services.
- Continuous improvement: We strive for continuous growth in our processes and the quality of our products to exceed client expectations.
- Sustainability: We focus on long-term relationships with our clients, ensuring that we are not only meeting but anticipating their future needs.

PRODUCT AND SERVICE QUALITY

At AQS, we recognize that product quality is a crucial factor for our clients' success. We commit to producing products that meet or exceed the highest standards and to continuously improving our processes to ensure quality remains a priority.

Our commitments:

- Precision: Our products meet the strictest specifications, whether for strength, durability, or design.
- Certifications: We comply with international quality standards and certifications.
- Quality Assurance: Every product undergoes rigorous testing and quality checks before being delivered.

Continuous Improvement in Quality:

- Feedback Loop: We regularly collect client feedback to improve product quality.
- Root Cause Analysis: Any quality issues will trigger an immediate investigation and corrective action.



TRANSPARENT CLIENT RELATIONSHIPS

Building and maintaining strong, transparent relationships with our clients is key to success.

Key principles:

- **Honesty:** We maintain transparency in pricing, timelines, and potential challenges. We provide clear communication at every stage.
- **Openness:** We are always open to discussing feedback, concerns, and new opportunities for collaboration.
- **Trust:** Every interaction with our clients aims to build mutual trust, understanding, and respect.

Practices:

- **Regular updates:** Clients are kept informed of their order status and any changes in timelines.
- **Dedicated point of contact:** Each client has a specific AQS representative for personalized service.



ADHERENCE TO DEADLINES AND LOGISTIC RELIABILITY

AQS understands that timely delivery is critical to our clients' operations. We are committed to ensuring reliable and punctual deliveries with the highest logistical standards.

Our commitments:

- On-time delivery: We define realistic production and delivery schedules and ensure that deadlines are met.
- Efficient logistics: We work with reliable transportation partners to guarantee timely and safe delivery.
- Proactive communication: In case of potential delays or issues, we inform clients immediately and offer solutions.

Best practices:

- Shipping Confirmation: Clients are informed 48 hours in advance about delivery dates.
- Documentation: We provide full documentation with every shipment to ensure compliance and transparency.



COMPLAINT AND RETURN MANAGEMENT

Managing complaints and returns professionally is essential to maintain client trust and improve our service.

Our approach:

- Responsiveness: We respond to all complaints within 24 hours and investigate thoroughly.
- Resolution: We offer solutions such as product replacement, refunds, or adjustments within 5-3 working days.
- Root cause analysis: Every complaint is an opportunity to identify and correct underlying issues, preventing recurrence.

Return Process:

- Inspection: All returned products are inspected, and if applicable, a Return Merchandise Authorization (RMA) is issued.
- Efficient handling: We aim to minimize the impact of returns on client operations.



PROFESSIONAL CONDUCT AND ETHICS

AQSEmployees are expected to adhere to the highest standards of professionalism and ethical behavior when interacting with clients.

Core values:

- Integrity: We conduct business honestly, with transparency and fairness in all our dealings.
- Respect: We treat all clients with respect, valuing their input and understanding their needs.
- Confidentiality: We protect sensitive information related to our clients and their projects.

Professional standards:

- Commitment to excellence: We continuously improve our skills and knowledge to provide the best service.
- Confidentiality: We ensure that client information, contracts, and sensitive data are always kept confidential.

CONTINUOUS IMPROVEMENT

Continuous improvement is a cornerstone of AQS. We are committed to improving not just the products, but also our processes, client service, and overall operations.

Key principles:

- Feedback: We gather client feedback regularly to identify areas for improvement.
- Process optimization: We evaluate and improve our production, logistics, and client service processes.
- Innovation: We continuously adopt new technologies and methodologies.

Strategies for improvement:

- Employee Involvement: Encourage staff to suggest improvements.
- Data-Driven Decisions: Use metrics and analysis to guide progress.

Key Performance Indicators (KPIs):

- Client satisfaction: \geq %90 satisfaction rate.
- Complaint resolution: \leq %5 recurrence of complaints.



CONCLUSION AND GLOBAL COMMITMENT

In conclusion, AQS is dedicated to delivering high-quality products and services that meet and exceed client expectations. We understand that our long-term success depends on our ability to build trust and continuously improve. Each step we take is aimed at providing exceptional value and fostering enduring partnerships with our clients.

Our promise:

- **Client-centricity:** Everything we do is focused on meeting the needs of our clients.
- **Excellence:** We strive for excellence in every aspect of our operations, from product quality to client service.
- **Sustainability:** We are committed to sustainable practices that benefit both our clients and the community.

This Code of Conduct reflects our commitment to building a strong, transparent, and reliable relationship with every client. We understand that client satisfaction is an ongoing process that requires continuous effort, open communication, and a proactive approach.

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