

# **KOLIN PHILIPPINES INT'L., INC.**

## **2025 Customer Satisfaction Annual Evaluation and Analysis**

## Overview:

This report summarizes and highlights the findings of Kolin Philippines <sup>international,</sup> Int'l, Inc for the 2025 Annual Customer Satisfaction Survey. This survey was conducted by Customer Feedback team via Telephone/Cell phone and Social Media Team via Kolin FB/Instagram page. For this project, KPII focused on the number of completed jobs only, providing each customer in the database an equal opportunity to be selected for the survey. A total of **11,595** surveys were conducted and the result gave us 3.28% or satisfied at 95% confidence level with 3% margin error.

The survey addresses customer opinions on their experience and satisfaction with KPII after-sales-service.

Aside from the following five (5) criteria respondents are also ask to provide their comments.

1. Easy access on Service Hotline
2. Promptness of Service
3. Quality of Repair
4. Neatness of work area
5. Courtesy and Grooming

## Customer Satisfaction Matrix (CSM)

The CSM is the consolidated survey result. It contains the monthly performance of In-house team and the External Service Provider (ASP team)

Table 1.

	2025 Customer Satisfaction Matrix												
	January	February	March	April	May	June	July	August	September	October	November	December	Total
In-House	203	192	256	210	245	202	167	173	166	183	150	141	2,288
ASC Relay	484	400	543	605	623	468	405	490	439	505	591	513	6,066
Preferred	618	544	803	859	896	712	568	709	531	682	670	487	8,079
ASC DC	1,423	1,320	1,988	2,514	2,010	1,298	1,170	1,472	1,089	1,116	1,023	1,107	17,530
Total number of Customers (completed jobs)	2,728	2,456	3,590	4,188	3,774	2,680	2,310	2,844	2,225	2,486	2,434	2,248	33,963
Target number of Acceptable sample size	768	745	823	851	833	764	731	777	722	747	742	724	957
Respondents with Rating (Actual)	777	751	948	891	892	933	1,225	1,065	1,000	1,002	1,254	857	11,595
Percentage over acceptable sample size	101.16%	100.82%	115.25%	104.65%	107.10%	122.08%	167.59%	137.07%	138.46%	134.20%	169.03%	118.43%	1211%
Customer Satisfaction Rating	3.46	3.48	3.28	3.17	3.16	3.37	3.28	3.20	3.22	3.23	3.22	3.34	3.28

## Customer Satisfaction Index (CSI)

The CSI is the combined report of the number of Negative Feedback we received and the rating per criteria. This index gives an indication of the *most* satisfied versus the *least* satisfied customers and the rating given by the customers.

Figure 1.

2025 NATIONWIDE CUSTOMER SATISFACTION INDEX													
Consolidated In house Team Rating per Month	Metro Manila and Province												
	January	February	March	April	May	June	July	August	September	October	November	December	January to December
	3.48	3.59	3.34	3.09	3.16	3.38	3.29	3.24	3.31	3.28	3.22	3.36	3.31
ASC Team Metro Manila and Province Average Rating	January	February	March	April	May	June	July	August	September	October	November	December	January to December
	3.45	3.37	3.22	3.26	3.17	3.36	3.27	3.17	3.14	3.18	3.23	3.31	3.26
Number of Customers with Negative Feedback per month (Manila and Province)													
	January	February	March	April	May	June	July	August	September	October	November	December	January to December
In-house Team	0	0	0	0	0	1	1	0	0	0	0	0	2
ASC Team (Relay/DC/Preferred)	4	8	8	4	10	4	7	10	7	10	4	4	80
<b>Total</b>	<b>4</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>7</b>	<b>10</b>	<b>4</b>	<b>4</b>	<b>82</b>
Total Number of Respondents	777	751	948	891	892	933	1225	1065	1000	1002	1254	857	11595
Percentage	0.51%	1.07%	0.84%	0.45%	1.12%	0.54%	0.65%	0.94%	0.70%	1.00%	0.32%	0.47%	0.71%
2024 Monthly Number of Customers with Negative Feedback per Criteria (Manila and Province)													
	January	February	March	April	May	June	July	August	September	October	November	December	January to December
Easy Access on Service Hotline	0	1	0	3	0	1	0	0	0	1	0	0	6
Promptness of Service	0	1	6	17	27	7	3	0	1	1	0	0	63
Quality of Repair/Service	1	2	24	27	11	9	4	4	8	2	6	5	103
Neatness of Work Area	1	0	6	1	1	1	2	0	1	1	2	0	16
Courtesy and Grooming	1	1	8	2	1	3	0	0	0	1	0	2	19
<b>Total</b>	<b>3</b>	<b>5</b>	<b>44</b>	<b>50</b>	<b>40</b>	<b>21</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>207</b>
Equivalent No. of Customer	4	20	37	42	37	20	8	4	10	4	8	7	201
Number of Respc	856	1067	1,191	1370	1,055	834	923	894	810	769	851	764	11,384
Percentage	0.47%	1.87%	3.11%	3.07%	3.51%	2.40%	0.87%	0.45%	1.23%	0.52%	0.94%	0.92%	1.77%
Satisfied Customer	852	1047	1154	1328	1018	814	915	890	800	765	843	757	11,183
CSAT Score	99.53%	98.13%	96.89%	96.93%	96.49%	97.60%	99.13%	99.55%	98.77%	99.48%	99.06%	99.08%	98.23%
NO Show	0	1	2	15	27	6	3	0	0	1	5	4	
2025 Monthly Number of Customers with Negative Feedback per Criteria (Manila and Province)													
	January	February	March	April	May	June	July	August	September	October	November	December	January to December
Easy Access on Service Hotline	0	1	0	0	0	0	1	1	0	0	0	1	4
Promptness of Service	0	1	1	0	2	1	1	3	3	1	1	1	15
Quality of Repair/Service	2	5	8	3	6	4	4	4	2	10	4	3	55
Neatness of Work Area	1	1	0	0	2	0	0	2	0	1	0	0	7
Courtesy and Grooming	2	2	1	1	2	0	3	2	2	0	0	0	15
<b>Total</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>4</b>	<b>12</b>	<b>5</b>	<b>9</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>5</b>	<b>5</b>	<b>96</b>
Equivalent No. of Customer	4	8	8	4	10	5	8	10	7	10	4	4	82
Number of Respc	777	751	948	891	892	933	1225	1065	1000	1002	1254	857	11,595
Percentage	0.51%	1.07%	0.84%	0.45%	1.12%	0.54%	0.65%	0.94%	0.70%	1.00%	0.32%	0.47%	0.71%
Satisfied Customer	773	743	940	887	882	928	1217	1055	993	992	1250	853	11,513
CSAT Score	99.49%	98.93%	99.16%	99.55%	98.88%	99.46%	99.35%	99.06%	99.30%	99.00%	99.68%	99.53%	99.29%
NO Show	2	3	5	9	3	0	0	2	0	3	0	1	

Customers who gave us a rating of 4 or Excellent had an experience that led to a positive perception. These customers are more likely to demonstrate short and long-term loyalty due to the level of their satisfaction. Respondents who gave us a rating of 3 indicated that they are content with our products and services and they likely to demonstrate loyalty, while respondents who chose a response 2 and 1 clearly had some event or experience that has driven their perception to a lower level.

## Highlights and Conclusions

The following are highlights and general conclusions for the 2025 Annual Evaluation and Analysis. These conclusions are subjective and intended to provide a broad overview of the survey results, including areas that the company needs to address in order to increase the number of our loyal customers.

### A. Comparison to the Previous Year:

In 2025, customer complaints significantly decreased from 207 in 2024 to 96, reflecting a 53.6% improvement. The main issue in 2024, quality of repair or service, was effectively addressed through the implementation of an online technical support system for authorized service partners, which helped troubleshoot technical difficulties and led to a notable reduction in repair-related complaints. In 2025, the primary concern shifted to after-service cleaning. ✓

Other survey criteria, including easy access to the service hotline, promptness of service, neatness of work area, and courtesy and grooming of staff/technicians, also showed improvement compared to 2024.

The Customer Satisfaction (CSAT) score increased from 98.23% to 99.29%, and the overall complaint rate decreased, reflecting strong improvements in service performance. However, continued attention is needed, particularly regarding the availability of parts, to ensure further enhancements in service.

**B. Overall Customer Satisfaction:** The 2025 Annual Customer Feedback Survey indicates a high level of customer satisfaction with products and services, demonstrated by a **99.29%** CSAT Score.

**1. Easy Access on Service Hotline:** In 2025, 4 customer complaints were recorded, down from 6 in 2024. Customers reported delays in receiving timely updates on their service issues due to high workloads at service centers.

The concerns have been addressed, with no further occurrences at the concerned ASP and Kolin Branch.

Our recommendation remains: provide regular customer updates and consider dedicated personnel for follow-ups and appointment confirmations during peak periods.

**2. Promptness of Service:** Complaints related to service delays decreased from 63 in 2024 to 15 in 2025, while no-show incidents declined from 64 to 28. These issues were primarily caused by schedule changes, delayed technician arrivals, missed appointments, and lack of pre-confirmation, with contributing factors including manpower shortages and last-minute rescheduling by authorized service partners.

To address these concerns, the service department implemented a KPI for ASP confirmation, targeting a 100% next-day schedule assurance rate, effective November 17, 2025. ✓

Although improvements were observed, operational challenges continue to impact the customer experience. Recommendation: enforce timely customer updates, ensure adherence to confirmed schedules, and continue monitoring service schedules while optimizing resources during peak periods.

**3. Quality of Repair:** In 2024, quality of repair was the top concern, with 103 recorded complaints. By 2025, this number dropped to 55, largely due to the implementation of an online technical support platform for authorized service partners.

However, 37 of the 2025 complaints were related to backjob cases following general cleaning, involving issues such as weak cooling, noise, insufficient cleaning, improper reassembly, and damaged parts after cleaning services.

Recommendation: conduct regular technical training and refresher courses for technicians with repeated complaints, implement post-service quality checks, and maintain continuous monitoring to ensure repairs are completed correctly and consistently, thereby improving service quality and sustaining customer trust.

**4. Neatness of Work Area:** In 2024, 16 complaints were recorded regarding the neatness of the work area after service. In 2025, this number decreased to 7, reflecting an improvement. Customers noted issues such as leftover dirt, uncollected used parts, and improper handling of cleaning tools during or after service, indicating that proper post-service cleaning and tidying practices are not consistently followed by some technicians.

To address these concerns, the service department provided cleaning materials and guidelines to authorized service partners (ASPs) to support technicians in maintaining a clean and organized work environment. The recommendation remains consistent with the previous quarter: reinforce the importance of post-service housekeeping, ensure technicians leave work areas clean and orderly, and introduce spot checks along with customer feedback mechanisms to monitor compliance and encourage accountability. Regular reminders and guidance should continue to ensure that these standards are consistently upheld across all service locations.

**Courtesy and Grooming:** Customer concerns regarding technician professionalism and courtesy have shown improvement, with complaints decreasing from 19 in 2024 to 15 in 2025. This reduction reflects the positive impact of previous initiatives aimed at improving technician conduct. However, it also underscores that customer expectations for professional behavior, clear communication, and appropriate personal grooming remain high.

To sustain and further improve in this area, technicians are expected to consistently demonstrate courteous behavior, communicate clearly with customers, and maintain a professional appearance at all times. It is therefore recommended to conduct regular seminars and workshops focused on professionalism, customer service etiquette, and interpersonal skills. These initiatives should reinforce company standards, provide practical guidance for managing challenging customer interactions, and emphasize the critical role of technician conduct in shaping overall customer satisfaction.

### **C. Accuracy, Feedback Compliance and Process Improvements**

a) In 2025, several key concerns were identified, including 187 cases of incorrect contact numbers, 64 instances of incorrect feedback, 6 incidents involving unauthorized parts selling, and 570 cases of missing customer feedback within the required 24-hour time frame. Additionally, two uncontrolled service jobs were recorded due to unreported direct customer calls. These issues were primarily attributed to inaccurate data entry and non-compliance with established reporting protocols.

To address these concerns, Memo No. SVC-000-25-2-019 was issued to strengthen the monitoring of direct call transactions and ensure proper tracking of job progress and completion. Cases involving incorrect contact numbers were closely monitored by requiring detailed explanations from process owners and authorized service partners (ASPs). Furthermore, the Service Department issued formal Notices to Explain starting October 15 to 9 ASPs.

As a result of these corrective actions, the Customer Feedback Team observed a noticeable decline in incorrect contact number cases in the succeeding months, indicating that the measures implemented by the Service Department have been effective.

However, the team observed an increasing number of service delays due to parts unavailability. While initial inspections and check-ups were generally completed as scheduled, service completion was often delayed when replacement parts were required. These delays were mainly caused by limited local stock and pending transfers from the Cavite warehouse or other Kolin branches.

As a result, customers experienced extended waiting periods before repairs could be completed, leading to dissatisfaction due to inconvenience and disruption to daily activities. Parts shortages also negatively affected customer confidence and overall service expectations, highlighting the need for operational improvements.

**Recommendation:**

The Customer Feedback Team recommends strengthening parts inventory management across Kolin by ensuring that the Head Office, branches, and the Cavite warehouse maintain adequate stock levels of fast-moving and critical parts. This should be supported by improved coordination and communication among these units to ensure timely updates on parts availability and delivery status. Additionally, implementing effective forecasting and buffer stock strategies, along with clearer communication to customers regarding expected parts arrival timelines, will help reduce service delays, better manage customer expectations, and enhance overall customer satisfaction.

**D. Observation Based on Notable Customer Comments for Ratings of 3 (Opportunities for Improvement)**

We have identified key areas for improvement based on customer feedback, particularly from those who rated our service with a score of 3. These insights provide opportunities to enhance customer satisfaction and service quality moving forward:

**1. Disclosure of Product Issues by Technicians**

Some customers have reported that some of our technicians explicitly state that certain products are "Sirain" or highlight recurring issues with specific products. While we understand that some technicians may feel pressured to say this in order to avoid being blamed when a unit has a recurring problem that they cannot immediately resolve, in some cases, they may be trying to protect their work performance.

However, sharing internal product issues with customers even with good intentions can negatively affect the company's image and undermine the perceived reliability of our products. This may lead to decreased customer trust and confidence in our product quality.

**Recommendation:**

-Conduct an orientation/training session for technicians emphasizing that internal product issues should not be disclosed to customers.

-Provide technicians with clear guidelines on how to handle recurring product issues while maintaining customer confidence.

-Develop standard responses or communication scripts for technicians to use when explaining product malfunctions, focusing on solutions rather than internal faults.

**Note:** The products most frequently mentioned are the Window Type Quad series and some Creo series, with a recurring issue of noisy operation.

## 2. Estimated Time of Arrival (ETA) Communication

Feedback in this category relates to the lack of clear or timely communication regarding the technicians estimated time of arrival. While we understand the challenges in providing exact ETAs due to factors such as traffic or extended service times with previous customers, proactive communication is essential to manage customer expectations and reduce frustration

**Recommendation:** — *Current practice/process - AM or PM*

Do not provide exact arrival times to customers. Instead, inform them whether the technicians will arrive in the morning or afternoon.

In case of any delay, customers should be updated immediately, allowing them the option to proceed with the scheduled visit or request for rescheduling based on their availability. This small step in communication could significantly improve customer satisfaction and trust.

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Service department will continue implementing the ff:

- 1) Daily monitoring of 100% feedback completion & 80% validation of ASP jobs, nationwide
- 2) Maintain proactive communication with the ASP to immediately investigate and resolve inquiries & complaints, preventing issues that could negatively affect customer satisfaction.

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Nicole,  
Regarding parts unavailability (page 6), 7  
pls provide separate detailed report  
for our reference.