

KOLIN PHILIPPINES INT'L., INC.

2025 Customer Satisfaction Third Quarter Evaluation and Analysis

Overview:

This report summarizes and highlights the findings of Kolin Philippines International, Inc for the third quarter of 2025 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. In third quarter, a total of **3,279** surveys were conducted and the result gave us 3.32% 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												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
In-House	203	192	256	210	245	202	167	173	166				1,814
ASC Relay	484	400	543	605	623	468	405	490	439				4,457
Preferred	618	544	803	859	896	712	568	709	531				6,240
ASC DC	1,423	1,320	1,988	2,514	2,010	1,298	1,170	1,472	1,089				14,284
Total number of Customers (completed jobs)	2,728	2,456	3,590	4,188	3,774	2,680	2,310	2,844	2,225	-	-	-	26,795
Target number of Acceptable sample size	768	745	823	851	833	764	731	777	722				927
Respondents with Rating (Actual)	777	751	948	891	892	933	1,225	1,065	989				8,471
Percentage over acceptable sample size	101.16%	100.82%	115.25%	104.65%	107.10%	122.08%	167.59%	137.07%	136.94%	#DIV/0!	#DIV/0!	#DIV/0!	914%
Customer Satisfaction Rating	3.46	3.48	3.28	3.17	3.16	3.37	3.28	3.20	3.22				3.29

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

Metro Manila and Province																			
Consolidated In house Team	January	February	March	April	May	June	July	August	September	October	November	December	January to December						
Rating per Month	3.48	3.59	3.34	3.09	3.16	3.38	3.29	3.24	3.31	0.00	0.00	0.00	3.32						
ASC Team Metro Manila and Province																			
Average Rating	3.45	3.37	3.22	3.26	3.17	3.36	3.27	3.17	3.14	0.00	0.00	0.00	3.27						
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	0	0	0	62						
Total	4	8	8	4	10	5	8	10	7	0	0	0	64						
Total Number of Respondents	777	751	948	891	892	933	1225	1065	1000	0	0	0	8482						
Percentage	0.51%	1.07%	0.84%	0.45%	1.12%	0.54%	0.65%	0.94%	0.70%	#DIV/0!	#DIV/0!	#DIV/0!	0.75%						
2024 Monthly Number of Customers with Negative Feedback per Criteria (Manila and Province)																			
	January	February	March	April	May	June	July	August	September	January to December	2025 Monthly Number of Customers with Negative Feedback per Criteria (Manila and Province)								
Easy Access on Service Hotline	0	1	0	3	0	1	0	0	0	0	0	0	0	1	1	0	3		
Promptness of Service	0	1	6	17	27	7	3	0	1	62	0	1	1	0	2	1	3	12	
Quality of Repair/Service	1	2	24	27	11	9	4	4	8	90	2	5	8	3	6	4	4	2	38
Neatness of Work Area	1	0	6	1	1	1	2	0	1	13	1	1	0	0	2	0	0	2	6
Courtesy and Grooming	1	1	8	2	1	3	0	0	0	16	2	2	1	1	2	0	3	2	15
Total	3	5	44	50	40	21	9	4	10	186	5	10	10	4	12	5	9	12	7
Equivalent No. of Customer	4	20	37	42	37	20	8	4	10	182	4	8	8	4	10	5	8	10	7
Number of Respc	856	1067	1,191	1,370	1,055	834	923	894	810	9,000	777	751	948	891	892	933	1,225	1,065	1,000
Percentage	0.47%	1.87%	3.11%	3.07%	3.51%	2.40%	0.87%	0.45%	1.23%	2.02%	0.51%	1.07%	0.84%	0.45%	1.12%	0.54%	0.65%	0.94%	0.70%
Satisfied Customer	852	1047	1,154	1,328	1,018	814	915	890	800	8,818	773	743	940	887	882	928	1,217	1,055	993
CSAT Score	99.53%	98.13%	96.89%	96.93%	96.49%	97.60%	99.13%	99.55%	98.77%	97.98%	99.49%	98.93%	99.16%	99.55%	98.88%	99.46%	99.35%	99.06%	99.30%
NO Show	0	1	2	15	27	6	3	0	0	2	3	5	9	3	1	0	2	0	0

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 third quarter of the year 2025. 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 Third Quarter:

In the third quarter of 2024, a total of 23 customer complaints were recorded. The primary concern during this period centered on the quality of repair or service, particularly following general cleaning. Common issues included noisy units and incomplete re-installation of parts. Despite these concerns, there were no complaints related to service hotline accessibility or courtesy and grooming. The Customer Satisfaction (CSAT) score for the period remained high at 99.15%.

In comparison, the third quarter of 2025 showed a slight increase in total complaints, rising to 28. While service quality issues persisted, indicating a continued need for improvement in technician performance and post-service checks, the year-to-date, a total of 38 complaints were attributed to repair and service quality, with 27 stemming from after-cleaning services and 11 from troubleshooting.

New concerns also emerged specifically, two (2) complaints were related to service hotline accessibility, and seven (7) involved courtesy and grooming, reflecting a decline in professionalism and customer-facing behavior. Additionally, complaints regarding work area neatness increased from one (1) to two (2), suggesting growing customer sensitivity to cleanliness standards during and after service.

Despite the rise in overall complaints, the CSAT score improved from 99.15% to 99.25%, indicating that most customers still viewed the service positively. This improvement suggests progress in other service aspects such as responsiveness, communication, and issue resolution.

Overall, while customer satisfaction remains strong, continuous efforts are needed to address recurring issues in repair quality, enhance technician professionalism, and maintain high service standards across all customer interactions.

B. Overall Customer Satisfaction: The 2025 Third Quarter Customer Feedback Survey indicates a high level of customer satisfaction with products and services, demonstrated by a 99.25% CSAT Score.

1. Easy Access on Service Hotline: In the third quarter of 2024, there were no recorded complaints under this category. However, in the same period this year, two complaints were documented regarding the service hotline, one of which involved the Kolin Cebu branch. In the first case, a customer attempted to contact the service center on three separate occasions but did not receive any response. The issue was only addressed after the customer raised a complaint through the Kolin Facebook page. The second complaint came from an authorized service partner, who reported a delayed response time from the hotline, noting that it took two hours for the customer to finally receive an update.

The recommendation remains consistent with those provided in the first quarter and semi-annual reviews: reiterate the importance of providing timely customer updates and consider assigning dedicated personnel to manage follow-ups and appointment confirmations, especially during periods of high service demand.

Discussion:

Mr. De Rivera asked if these two complaints were recurring, to which the OP-CRM responded that there were no issues after the complaints were addressed.

2. Promptness of Service: In the third quarter of 2024, seven complaints were recorded under this category, which slightly decreased to five in the same period of 2025. However, the number of no-show incidents increased by two, indicating a continued gap in service reliability. These issues were primarily attributed to schedule changes, delayed technician arrivals, missed appointments, and the lack of pre-confirmation or clearly communicated schedules, particularly with regard to specific time slots. Most of the complaints were from authorized service partners.

While a standardized appointment confirmation protocol has already been implemented, the persistence of these issues indicates a need for stronger compliance and active monitoring. The recommendation remains consistent with the previous quarter: enforce timely customer updates, ensure strict adherence to confirmed schedules, and actively work to minimize no-show incidents and frequent delays.

Additionally, it is recommended that authorized service partners avoid providing customers with specific estimated times of arrival (ETAs). Instead, assigning an AM or PM schedule is encouraged to better manage expectations. A review of recent complaints showed that a significant number stemmed from unmet ETAs given by ASPs, which led to customer dissatisfaction and frustration. By setting broader, realistic time frames and maintaining clear communication, service teams can improve punctuality and reduce complaints related to scheduling.

Discussion:

Mr. De Rivera inquired about which ASPs were involved in the issue of lack of pre-confirmation and whether any preferred ASPs were recorded for this process. Mr. Vidal responded that no preferred ASPs were on record, but he could provide a list of the ASPs that failed to conduct pre-confirmation.

* Created a KPI for ASP Confirmation.

* Target is 100% Next-Day Schedule Assurance Rate.

* Implementation - Nov. 17, 2025

[Signature]

Engr. Mauricio then asked what the response should be when customers email about the lack of pre-confirmation. Mr. Vidal explained that the ASPs typically conduct pre-confirmation at 3 PM, and that this update could be communicated to the customer if they reach out with concerns.

↳ ASP will be called-out upon recurrence of the same issue. Sauza

Ms. Manzano added that she monitors the pre-confirmation process and shared a specific situation where a customer responded with "no" when asked if the ASP had already contacted them. The customer was unsure whether the schedule had been confirmed, which ultimately resulted in a no-show complaint.

Engr. Mauricio responded that if a CSR receives an email about the lack of pre-confirmation, they should call the customer to inform them that the issue has been escalated to the ASP. Additionally, the ASP coordinator is expected to call the customer to confirm whether the ASP has validated the schedule. Engr. Mauricio explained that in the service calendar, a green indicator shows when the ASP has confirmed the schedule with the customer. He also mentioned that a daily checklist is used, which the ASP coordinator submits to report that all schedules have been confirmed. The coordinator is also responsible for texting the customer to validate the confirmation.

Mr. De Rivera then asked Engr. Mauricio if, in cases where pre-confirmation has been done, the contact person might not match the customer's name in the system. Engr. Mauricio admitted that it's difficult to trace and that he wasn't sure in such cases.

Engr. Mauricio acknowledged that while countermeasures had been put in place to address the issue of pre-confirmation, they had not been fully effective, and compliance remained weak. He expressed concern that the reports he received may have been inaccurate due to this ongoing issue.

Mr. De Rivera then asked if there were any cases from the provinces where pre-confirmation was an issue. Mr. Sauza confirmed that pre-confirmation is conducted in the provinces, but issues still occur due to discrepancies in contact information.

Mr. Sauza added that, particularly with customers from the provinces, the contact person may not always be the same as the customer listed in the system. He gave an example where the customer's father confirmed the schedule, but the child kept following up to check if the schedule was confirmed.

Ms. Manzano suggested a recommendation not to give an exact time frame for service appointments but to offer an AM or PM window instead. Mr. De Rivera clarified that while an exact time could be given to the first customer, an ETA could not be provided for subsequent customers.

Finally, Ms. Manzano emphasized that the ASP should at least send an update on the technician's status, such as informing the customer if the technician is still attending to another customer. This suggestion was agreed upon by Mr. Sauza.

Quality of Repair: In the third quarter of 2024, quality of repair or service was the top concern, with 16 recorded complaints. By the same period in 2025, this number decreased to 6. However, 10 complaints in the third quarter of 2025 were related to backjob cases following general cleaning, including issues such as weak cooling performance, unusual noise, insufficient cleaning, and improper reassembly of unit components.

To address these recurring concerns, the recommendations from the previous quarter remain in effect. These include enforcing strict compliance with the General Cleaning and Service Checklist, performing a final test before leaving the service site, and informing customers in advance of any required part replacements. In cases where the checklist is not applicable, it is recommended to secure photo documentation with customer

consent as a standard procedure.

It was also noted that in several cases, authorized service partners were unable to support their explanations with photographic evidence, while customers were able to provide clear before-and-after photos highlighting service deficiencies. While the ASPs may have valid explanations, the lack of supporting documentation weakens their position and complicates the resolution process.

Therefore, to strengthen accountability, enhance service transparency, and improve customer satisfaction, it is strongly recommended that photo documentation be practiced for all services, particularly for general cleaning. While not mandatory at this time, adopting this practice can significantly help address recurring concerns such as incomplete cleaning or missing parts after service, and can support both customers and service teams in resolving issues more efficiently.

Discussion:

Mr. De Rivera noted that providing a checklist to the ASP had not been effective in addressing the issues.

Ms. Manzano mentioned the OP recommendation of taking photos before and after cleaning to prevent complaints about damaged units. Mr. Sauza explained that while taking photos of the physical appearance of the unit is feasible, it would be challenging to do so for internal areas.

Ms. Manzano added that, since countermeasures had already been presented, it would be more effective to implement disciplinary actions for ASPs with recurring issues.

Mr. De Rivera then inquired whether the same ASP was responsible for the recurring issues. In response, Ms. Fernandez presented the CCF Monitoring report from January to September, which showed that ASP Escool had received three complaints related to general cleaning.

Engr. Mauricio shared that, due to recurring issues, they had already decided not to renew the contract of one of the ASPs. *X This is for GUC of Silang, Cavite*

Ms. Manzano said they would provide a copy of the consolidated CCF to allow Engr. Mauricio and Mr. Sauza to identify which ASPs have recurring issues. Ms. Fernandez would provide this updated document after finalizing the monitoring sheet.

3. Neatness of Work Area: In the third quarter of 2024, only one complaint was recorded regarding the neatness of the work area after service. However, in the same period of 2025, this number increased to two complaints. Customers raised concerns about leftover dirt and failure to clean the service area properly.

While the increase is not significant, it highlights the continued need to reinforce proper cleaning practices after service. It is recommended to reiterate to authorized service partners the importance of maintaining cleanliness at the work site. In addition, strict adherence to the General Cleaning and Service Checklist should be emphasized, ensuring that technicians leave the area clean and orderly after completing their tasks.

To further strengthen compliance and encourage accountability, spot checks and the collection of customer feedback specifically related to work area condition may also be implemented.

Discussion:

Mr. De Rivera inquired about the ASPs involved. Ms. Manzano then presented a consolidated list of the involved ASPs, highlighting that there were two complaints under RPMA. Mr. De Rivera noted that cleaning materials and tools had already been provided to both Gnasit and RPMA. *These ASP became under monitoring.*

4. Courtesy and Grooming: In the third quarter of 2024, there were no recorded complaints under this category. However, in the same period of 2025, complaints significantly increased to a total of seven. Customers raised concerns about a lack of professionalism and courtesy from technicians during service visits, including inappropriate behavior and failure to wear the proper uniform.

Given this increase, we recommend reinforcing the company's standards on professionalism and appearance. Technicians should be consistently reminded to maintain proper grooming, demonstrate respectful behavior during all customer interactions, and wear the complete official uniform at all times while on duty. We also recommend holding regular refresher training sessions to reinforce service etiquette and ensure alignment with company expectations.

Discussion:

Ms. Manzano asked whether the service department had already distributed the uniforms provided by Kolin, given the ongoing complaints about technicians not wearing them.

Mr. De Rivera confirmed that the uniforms were indeed handed out after the awards night in July.

Mr. De Rivera then redirected the conversation to the recurring issues with a specific ASP. He stressed that if the same problems continue, the ASP should review their corrective actions. He also expressed confusion about why Gnasit had a complaint regarding the lack of cleaning materials when cleaning materials had already been distributed to their preferred ASPs.

In response, Ms. Manzano offered a potential explanation. She suggested that the ASP team might have used the cleaning materials intended for Kolin customers on other brands. To address this, she recommended reminding the ASPs that the cleaning tools and materials provided by the company should be used exclusively for Kolin customers to prevent misallocation.

However, Mr. De Rivera then shared that as long as the cleaning materials provided by the company were being used, there should be no issue.

C. Data Accuracy, Feedback Compliance, and Process Improvements

- a) In the first half of 2025, key issues identified included 121 incorrect contact numbers, 54 cases of wrong feedback, 5 incidents of unauthorized parts selling, and 557 cases of missing feedback within the required 24-hour time-frame. For the third quarter of 2025 alone, 83 incorrect contact numbers, 43 instances of wrong feedback, and 1 case of unauthorized parts selling were recorded. These concerns were primarily attributed to inaccurate data entry and failure to comply with established reporting protocols.

To help address these challenges, the Service Department has begun integrating a ASP Direct Call Module into the Service Management System. This module, currently under review and evaluation, aims to reduce the manual effort required by ASP coordinators and BOAs in sweeping and re-encoding feedback from Google Sheets, thereby improving both data accuracy and operational efficiency. However, despite this initiative, the third-quarter data reflects an increase in incorrect contact numbers and wrong feedback entries, signaling that further corrective action is necessary.

We recommend introducing a validation mechanism such as a second-level review by ASP Coordinators to ensure the accuracy of submitted data. While occasional errors in entering contact numbers may be understandable, inaccurate feedback from ASPs such as marking a job as completed when the service is still ongoing or selecting repair instead of the actual service rendered like general

→ Incorrect Numbers Incidents were currently being monitored by acquiring specific explanations from the process owners and ASP. 9 different ASPs were given formal notice to explain since Oct. 15, 2025

cleaning directly affects the integrity of the customer's service history and must be treated with greater care. These records serve as a critical reference for future service decisions and customer support. Therefore, feedback entries must be accurate, timely, and consistently verified to maintain service quality and accountability.

Discussion:

Ms. Manzano shared that while the percentage of incorrect numbers compared to the total number of respondents may have a minimal impact on the data, she was concerned that these incorrect numbers might represent customers with issues that need to be addressed.

Mr. De Rivera asked whether these cases had been resolved. Ms. Manzano responded that two of the uncontrolled service jobs had been resolved, along with 60 cases of incorrect numbers, 13 with wrong feedback, and 2 instances of selling parts to unauthorized individuals.

Mr. De Rivera then asked about the root cause of these incorrect numbers. Ms. Fernandez explained that the issue stemmed from incorrect inputs, which could have been made by the ASP, the coordinator, or the BOA.

The service department admitted that they do not have any records regarding these kinds of issues, at least not in the context of the OP process. While they do maintain records for their own processes, they do not have any for the issues encountered within the OP.

In response, Ms. Manzano suggested providing them with a copy of the consolidated complaint. She then asked whether this should be provided on a quarterly or monthly basis. Engr. Mauricio answered that it should be on a monthly basis. Ms. Fernandez also recommended setting up a cross-monitoring sheet through Google Sheets, allowing the coordinator to track any pending incident reports. Additionally, this sheet could include a consolidated report to easily identify which ASPs are experiencing the most issues.

Both the service department and the OP department agreed to these suggestions. However, Engr. Mauricio shared that they already have a complaint tab in their system where all complaints are recorded. This allows them to quickly check if a customer has a previous complaint when searching for their details.

Ms. Manzano pointed out that they do not have access to this tab. In response, Engr. Mauricio suggested they could request MIS to create a shared tab or cross-reference for the complaints. This topic will be discussed in a future meeting. In the meantime, the OP and service departments agreed to go ahead with Ms. Fernandez's recommendation to more easily track the ASPs involved.

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:

For Service Department:

1. Clear communication for pull-out units.

Some customers expressed concern when technicians advised that their air conditioning unit needed to be pulled out for repair. Customers noted that technicians often provided limited information, only stating that a pull-out was required, without sufficient explanation of the reason or next steps.

This lack of detailed communication can lead to confusion or misunderstanding, particularly for customers whose units are still within one year from the date of purchase. In such cases, customers may assume that their unit is defective, resulting in lower satisfaction, requesting for unit replacement and reduced confidence in the service process.

Recommendation:

It is recommended that technicians provide clear, concise, and customer-friendly explanations whenever a pull-out is required. They should inform the customer of:

- The specific reason why a pull-out is necessary
- The possible procedures or inspections that will be conducted
- The importance of the process in identifying the main issue of the unit.

By ensuring that customers fully understand the explanation behind the pull-out, they are more likely to appreciate that it is part of a thorough diagnostic process rather than an indication of product defect and prevent misconceptions particularly among customers whose units are still within the warranty period.

2. Customer Confusion on Check-up Charges

It has been observed that several customers have expressed confusion regarding service charges, particularly for units that are under warranty or covered only by labor warranty.

Based on feedback, some customers assumed that check-up or diagnostic services for their units would be free of charge. However, after the inspection, they were informed by the technician that a check-up fee would be applied. This unexpected charge often leads to dissatisfaction or misunderstanding, with some customers choosing to pay the fee simply to complete the process, even though they were initially unaware of it.

Recommendation:

To address this concern, it is recommended that the Service Department reiterate the importance of clear and transparent communication regarding service and check-up charges, particularly for units under warranty coverage.

Technicians, ASPs, and service representatives should consistently inform customers prior to inspection about any possible fees that may apply.

Additionally, it is advisable to reiterate to all service personnel the company's existing disclaimer and guidelines pertaining to warranty cases.

This approach aims to manage customer expectations, minimize confusion, and ensure that all parties have a clear understanding of the warranty coverage scope and the conditions under which service charges may apply.

Discussion:

Mr. De Rivera admitted that customers often assume there is no payment required when their unit is checked under warranty. He shared that this misunderstanding has been a struggle not only for the CSR but also for the technicians. Some customers initially agree to pay, but when the technician arrives for the service, the customer refuses to pay. Mr. De Rivera also mentioned that they have made significant efforts to inform customers about the charges, but despite these efforts, it is still the customers who refuse to pay.

For PCO / Engineering Section:

1. Repeated Reports on Kolin Air Cooler

There have been customer reports concerning issues with Kolin Air Cooler units, specifically the model KEA-50BLRDCA. Some customers mentioned that technicians themselves have observed this model to be frequently encountered for check-up and repair.

This repeated feedback has led customers to assume that there may be a design flaw or inherent defect associated with the unit, potentially affecting their confidence in the product's reliability.

Recommendation:

It is recommended that the Engineering/PCO Section conduct a technical evaluation and data review of the KEA-50BLRDCA model to determine whether there is a recurring pattern of issues. The assessment should identify if:

- The problem is due to a design-related flaw
- A specific production batch was affected
- The issues stem from external factors such as usage conditions or maintenance practices.
- PCO may request a data from service department indicating/showing the list/numbers of complaint for this model, as our data only covers the number of customer who directly communicate to us via FB page and Telesurvey.

If a trend or common defect is confirmed, the team may consider implementing corrective actions such as product design enhancement, quality control adjustments, or issuing technical advisories to service partners/technician to properly address and explain the concern to customers.

2. Customer Concern Regarding "WARM" Label on Kolin Water Dispenser

A notable concern has been raised by a customer regarding the design labeling of Kolin water dispensers, specifically the use of the word "WARM" on the middle knob or switch.

One customer said that the label is misleading, as the water dispensed from this is not actually warm. The customer emphasized that if the water temperature is not warm, the label should not indicate so. From their perspective, the use of the word "WARM" may give a false impression of the product's actual function, which they described as a misleading marketing or design practice. The customer further suggested that the

labeling should accurately reflect the true temperature output of the unit to avoid confusion or dissatisfaction.

Recommendation:

It is recommended that the Engineering Team conduct a technical verification and design review of the Kolin water dispenser model in question to confirm the validity of the customer's claim. The assessment should determine:

-Whether the "WARM" setting truly dispenses water at a warm temperature range, or if it produces water at a normal (room) temperature only.

-The technical rationale behind the existing design and labeling, ensuring that it aligns with the actual product function.

If findings confirm that the water is not genuinely warm, it is advisable to:

-Consider revising or removing the "WARM" label from the unit to prevent misleading interpretations

-Develop a clear technical explanation or disclaimer (e.g., "room temperature") that can be included in the product label or user manual, to properly set customer expectations and avoid future confusion.

This initiative will help promote accurate product representation, maintain customer trust, and uphold transparency in Kolin's product design and communication.

For Sales Department:

1. There are recurring customer concerns regarding the incomplete or unclear explanation from Promodisers (PMs) about the inclusions and exclusions of installation works and fees.

Customers reported that PMs or dealers who usually handle the arrangement of Authorized Service Partners for installation often mention only the installation price, without fully disclosing other related details. These include important information such as:

-Additional materials required (e.g., breaker, PVC pipe for drainage)

-Scope limitations (e.g., electrical works not covered by technicians, including the tapping of the unit's breaker to the main household breaker).

As a result, some customers are caught off guard by unexpected additional charges, leading to dissatisfaction and confusion during or after installation.

Note: The concerns came from Abenson's customers.

Recommendation:

It is recommended that the Sales Department reoriented and reminded the PMs of the importance of providing complete and transparent information to customers regarding installation inclusions, exclusions, and possible additional costs.

Reiterating clear communication practices can prevent customer misunderstanding and improve overall satisfaction. Providing detailed explanations during the sales process ensures that customers are well-informed of what is included in the standard installation fee and what additional materials or services may incur extra charges.

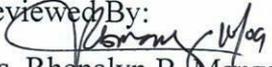
Additionally, it may be beneficial to:

- Implement the issuance of installation contract/installation scope PMs can present or explain to customers
- Conduct regular refresher training to ensure consistent communication practices.

Prepared By:


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Sr. Customer Complaint Specialist

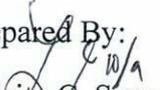
Reviewed By:


Ms. Rhenalyn B. Manzano
OP-Supervisor

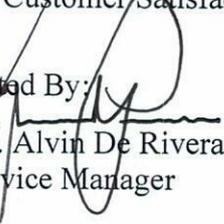
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Number of Customer with no Feedback based on Service Schedule
Year 2025 (As of September 30, 2025)

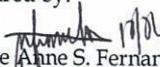
TEAM TYPE / MONTHS	DC								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
ASC-DC MM	1	0	1	4	6	3	9	0	0
PREFERRED ASC-DC MM	2	1	0	9	5	5	0	0	0
ASC-DC PROVINCE									
BACOLOD	0	12	2	17	3	13	3	0	1
CDO	4	0	2	7	16	0	5	2	2
CEBU	43	18	7	20	12	31	21	13	9
DAGUPAN	3	5	6	5	2	7	4	4	3
DAVAO	0	0	1	0	0	0	0	1	6
ILO-ILO	0	0	0	0	0	0	0	0	0
PAMPANGA	0	0	1	1	1	1	1	0	6
TOTAL	53	36	20	63	45	60	43	20	27
AVERAGE	10.60	9.00	2.86	9.00	6.43	10.00	7.17	5.00	4.50

TEAM TYPE / MONTHS	RELAY								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
IH-MM	0	0	0	0	0	0	0	0	0
IH-PROV									
BACOLOD	0	0	0	0	0	0	0	0	0
CDO	0	0	0	0	0	0	0	0	0
CEBU	0	0	0	0	0	0	1	0	0
DAGUPAN	0	0	0	0	0	0	0	0	0
DAVAO	0	0	0	1	0	1	0	0	2
ILO-ILO	0	0	0	0	0	0	0	0	0
PAMPANGA	0	0	0	1	0	0	0	0	1
ASC MM	1	0	0	27	15	29	4	7	0
PREFERRED MM	0	0	0	1	15	21	0	8	0
ASC PROVINCE									
BACOLOD	0	0	0	0	1	2	0	0	0
CDO	0	0	0	1	4	0	0	1	2
CEBU	0	0	0	3	4	3	3	2	2
DAGUPAN	0	0	0	2	14	0	0	2	0
DAVAO	0	0	0	0	0	0	0	1	1
ILO-ILO	0	0	0	1	1	0	0	0	0
PAMPANGA	0	0	0	3	2	0	0	0	0
TOTAL	1	0	0	40	56	56	8	21	8
AVERAGE	1.00	0	0	4.44	7.00	11.20	2.67	3.50	1.60

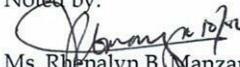
OVERALL TOTAL	54	36	20	103	101	116	51	41	35
OVERALL AVERAGE	10.42	9.00	2.86	7.23	6.75	10.58	6.46	4.23	3.84

Note: This is based on the end-of-month monitoring, which indicates that no repairs have been completed.

Prepared by:


Nicole Anne S. Fernandez
Senior Customer Complaint Specialist

Noted by:


Ms. Rhenalyn B. Manzano
OP-Supervisor

Service Job Monitoring Report: Uncontrolled Service Jobs, Incorrect Numbers, Wrong Feedback, and Selling Parts to Unauthorized

OVERALL DATA (HEAD OFFICE AND PROVINCE)

Issue Type	Total Number of Cases	Total Number of Corrected Cases
Uncontrolled Service Jobs	2	2
Incorrect Number	122	60
Wrong Feedback	54	13
Selling Parts to Unauthorized Service Center / Technician	6	2

HEAD OFFICE

Issue Type	Total Number of Cases	Total Number of Corrected Cases
Uncontrolled Service Jobs	1	1
Incorrect Number	71	41
Wrong Feedback	32	9
Selling Parts to Unauthorized Service Center / Technician	6	2

PROVINCE

Issue Type	Total Number of Cases	Total Number of Corrected Cases
Uncontrolled Service Jobs	1	1
Incorrect Number	51	20
Wrong Feedback	24	4
Selling Parts to Unauthorized Service Center / Technician	0	0

ASP Total Number of Incident Report Issued

Consolidated as of September 30, 2025

ASP	Uncontrolled Service Jobs	Incorrect Number	Wrong Feedback	Selling Parts to Unauthorized Service Center / Technician	TOTAL
(ASERCO) Affiliated Electronics Service Corporation	0	15	4	0	19
Adam Airconditioning Services	0	1	0	0	1
AGD Aircon and Refrigeration Services	0	0	2	0	2
Air Breeze Airconditioning and Refrigeration Services	0	1	0	0	1
Airco Saver Aircon Service Center	0	0	1	0	1
Airepublic Aircon Installation Services	0	1	0	0	1
Airkhofrigus Refrigeration and Airconditioning Services	0	0	1	0	1
AJL Electronics Repair Shop	0	0	1	0	1
Aldaya Refrigeration and Aircon Services	0	1	0	0	1
Araquel Ref and Aircon Appliance Service Company	0	0	1	0	1
Ashcol Airconditioning Services Corporation	0	5	1	0	6
Barmen Ref. Shop	0	1	0	0	1
Bea Thermo Tech Services	0	4	0	0	4
BLR Aircon & Refrigeration Repair Services	0	2	0	0	2
Carcillar Airconditioning and Refrigeration Services	0	1	0	0	1
Carl Electronics and Refrigeration Supplies and Services	0	2	0	0	2
Cenila Electrical Services and Enterprises	0	0	1	0	1
CKF Refrigeration and Airconditioning Services	0	3	0	0	3
CoolingInstinct Airconditioning Services	0	0	1	0	1
D'Greec Appliance Services	0	1	0	0	1
DJB Aircon & Refrigeration Repair Shop	0	2	1	0	3
DML Refrigeration and Airconditioning Services	0	1	0	1	2
Dreamcool Enterprises	0	0	1	0	1
Ecoleon Corporation	0	2	0	0	2
Eman And Nadeth Aircon Services	1	1	0	0	2
Emcor Incorporated	0	0	3	0	3
Enthalphy Refrigeration and Airconditioning Services	0	1	0	0	1
Entropy Airconditioning Services	0	0	1	0	1
Estinor Airconditioning Services	0	4	1	0	5
Flerics Appliance Service Center	1	2	0	0	3
Flerics Appliance Service Center	1	2	0	0	3
FRJ Airconditioning Trading (formerly Crystal Aire)	0	1	0	0	1
GAB Airconditioning and Refrigeration Supply Inc.	0	8	2	0	10
Gnasit Airconditioning Services	0	0	1	0	1

H Advance Refrigeration & Airconditioning Repair & Services	0	0	1	0	1
J Airconditioning and Refrigeration Services	0	0	1	0	1
J4L Aircon Services	0	1	0	0	1
JDL Electronics Service Center	0	4	1	1	6
Jeff Airconditioning Services	0	1	0	0	1
Jerrico Refrigeration and Airconditioning Services	0	0	2	0	2
JMD Airconice Repair Shop OPC	0	1	0	0	1
JNGJ Enterprises	0	2	0	0	2
JNGJ Enterprises	0	2	0	0	2
K42 Engineering Services	0	0	1	0	1
Kengie Electro Mechanical Services	0	0	0	1	1
King's Aire Ref and Aircon Services	0	2	0	0	2
LJN Airconditioning Services	0	2	0	0	2
Love Electronics Services Inc.	0	2	0	0	2
M.E.R.C Aircon Services	0	1	0	0	1
Mac Aire Cooling Industries Corp.	0	1	3	0	4
Maple Airconditioning Services	0	0	0	1	1
Marison Aircon Services	0	1	0	0	1
Megawork Appliance Service Center	0	9	6	0	15
MJRC Airconditioning Services	0	0	2	0	2
New Dan's Electronic Refrigeration and Airconditioning	0	0	1	0	1
NVFS Maintenance Aircon and Refrigeration System Trading	0	4	1	0	5
On-Cool Airconditioning Services	0	1	2	0	3
Polaris Integrated Industries Inc.	0	0	2	0	2
Queenkrist Ref & Airconditioning Parts & Services	0	0	1	0	1
R. Acosta Enterprises	0	1	0	0	1
R.D.E Appliance Service Center	0	1	0	0	1
Rem Cleanair Aircon Services Corporation	0	2	0	0	2
Reyair Ref and Aircon Services	0	0	1	1	2
Rickzon Enterprises	0	1	0	0	1
Rkh Airconditioning Services	0	1	1	0	2
RPMA Airconditioning Installation Services	0	6	1	0	7
RSK Appliances Repair Shop	0	4	0	0	4
RTD Aire System Aircon and Refrigeration Services	0	1	0	0	1
Sentine Development Corporation	0	5	0	0	5
Speed Cool Tech Refrigeration and Airconditioning Services	0	2	0	0	2
Sure Shot Service Corporation	0	1	0	0	1
Surecool Aircon & Refrigeration Services	0	0	1	0	1
Tyche Airconditioning Services	0	0	1	0	1
VPR Marketing	0	0	1	0	1
White Frost Refrigeration Sales and Repair	0	0	1	0	1
TOTAL	3	121	54	5	183

Number of Customer with no Feedback based on Service Schedule
Year 2025 (As of September 30, 2025)

TEAM TYPE / MONTHS	DC								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
ASC-DC MM	1	0	1	4	6	3	9	0	0
PREFERRED ASC-DC MM	2	1	0	9	5	5	0	0	0
ASC-DC PROVINCE									
BACOLOD	0	12	2	17	3	13	3	0	1
CDO	4	0	2	7	16	0	5	2	2
CEBU	43	18	7	20	12	31	21	13	9
DAGUPAN	3	5	6	5	2	7	4	4	3
DAVAO	0	0	1	0	0	0	0	1	6
ILO-ILO	0	0	0	0	0	0	0	0	0
PAMPANGA	0	0	1	1	1	1	1	0	6
TOTAL	53	36	20	63	45	60	43	20	27

TEAM TYPE / MONTHS	RELAY								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
IH-MM	0	0	0	0	0	0	0	0	0
IH-PROV									
BACOLOD	0	0	0	0	0	0	0	0	0
CDO	0	0	0	0	0	0	0	0	0
CEBU	0	0	0	0	0	0	1	0	0
DAGUPAN	0	0	0	0	0	0	0	0	0
DAVAO	0	0	0	1	0	1	0	0	2
ILO-ILO	0	0	0	0	0	0	0	0	0
PAMPANGA	0	0	0	1	0	0	0	0	1
ASC MM	1	0	0	27	15	29	4	7	0
PREFERRED MM	0	0	0	1	15	21	0	8	0
ASC PROVINCE									
BACOLOD	0	0	0	0	1	2	0	0	0
CDO	0	0	0	1	4	0	0	1	2
CEBU	0	0	0	3	4	3	3	2	2
DAGUPAN	0	0	0	2	14	0	0	2	0
DAVAO	0	0	0	0	0	0	0	1	1
ILO-ILO	0	0	0	1	1	0	0	0	0
PAMPANGA	0	0	0	3	2	0	0	0	0
TOTAL	1	0	0	40	56	56	8	21	8

OVERALL TOTAL	54	36	20	103	101	116	51	41	35
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Note: This is based on the 72-hour telesurvey monitoring, which indicates that no repair has been done.