

Apia's Culture Principles – Managing Complaints

Our culture principles guide our people and those who represent us, on how we work together, make decisions and meet our customers' needs. This includes when we are managing complaints.



We **do the right thing** when managing complaints and act in the interest of our customers. We do this by:

- Capturing all complaints, being responsive, listening to what our customers are saying and owning the action to address their concerns. If needed, escalate their complaint to the right person quickly.
- When we make decisions, we will ask ourselves not only “can we do that”, but “should we do that”.
- We will strive for fair solutions, that reinforce and live up to the trust our customers and the community place in us.



We believe **being courageous** in complaint management is:

- Speaking up when we are wrong, and acting promptly to make things right.
- Managing our complaints with the highest standards of honesty and integrity, approaching each as a unique interaction.
- Working with our customers to resolve their concerns and achieve fair outcomes.



We **care for others** by showing through the complaint process that:

- We will listen to our customers with respect and empathy.
- We commit ourselves to learning from their experiences to continuously improve and innovate our products and services.
- We acknowledge our diversity and strive to ensure we will be accessible and approachable to all customers, so everyone has the opportunity to raise their concerns and feel heard.
- We know that great results come from thinking outside the box.'