

SUSTAINABLE CUSTOMER RELATIONSHIPS

As a company committed to delivering quality services and building customer trust, we have established clear policies and measures to foster strong and sustainable relationships with our customers. Our approach emphasizes transparency, data security, and effective responsiveness to customer needs. Key initiatives include:

1. Policies and Practices for Protecting Customer Data

Our company is dedicated to safeguarding customer data with strict adherence to data protection laws, such as the Personal Data Protection Act (PDPA). Customer data is collected and used solely for necessary purposes with their consent. We implement robust encryption and access control measures to ensure data security.

2. Measures for Addressing Customer Data Breaches

In the event of a data breach, we have established a dedicated response team to assess the situation and resolve issues promptly. Key actions include:

- Notifying customers within 24 hours of detecting the breach
- Investigating and addressing technical vulnerabilities immediately
- Providing guidance and support to customers to mitigate potential impacts
- Reporting the incident to relevant authorities as required by law

3. Measures for Resolving Consumer Rights Complaints

We have clear procedures for managing complaints related to consumer rights violations, emphasizing transparency and swift resolution. Steps include:

- Thoroughly listening to customer concerns
- Conducting fact-based investigations within 7 business days
- Clearly communicating findings and resolution plans to customers
- Following up to ensure customer satisfaction with the solution



4. Channels for Receiving Customer Complaints

We offer multiple convenient channels for customers to lodge complaints, managed by our Customer Relations Department:

- Customer Service Hotline: Call Center at 038-481555, ext. 153
- Customer Relations Email
- Online complaint form available on our website: www.ratchpathana.com/en/contact-us
- Social media platforms such as Facebook and LINE
- Complaint drop-off points at our offices

5. Customer Satisfaction Development Plan

Our company has devised a customer satisfaction development plan that emphasizes improving product and service quality, employee training, and integrating new technologies for customer convenience. Key initiatives include:

- Conducting customer service training programs for employees
- Expanding real-time communication channels
- Tracking and reporting on issue resolution outcomes
- Using customer feedback to enhance products and services

6. Using Customer Satisfaction Surveys for Development Planning




We conduct annual customer satisfaction surveys to gather insights for analyzing and developing plans that align with customers' true needs. Areas receiving significant feedback are prioritized for improvement, such as enhancing product and service quality and adopting modern communication technologies for better customer interaction.

With our commitment to these policies and measures, we are confident in our ability to build long-term trust and strong relationships with our customers, leading to mutual success in the future.

Customer Communication and Engagement 2024

Ratch Pathana Energy Plc.			
Methods/Forms	Customers/Stakeholders	Frequency	Key Issues/Targets
• meeting	• Management level of EGAT. • Management level of customers in the industry	1–2 times a year (depending on the issues that arise each year)	Discuss issues in the power purchase agreement, ways to work together and build good relationships with customers.
• meeting	• Operation level of EGAT. • Operating level of customers in the industry	Every 3 months or as EGAT makes an appointment for a meeting	Discuss contract issues, ways to work together and build good relationships with customers.
Sahacogen Green Co., Ltd.			
• meeting • Engagement activities	• Provincial Electricity Authority • Customers in the industrial park	3 times a year (depending on the issues that arise each year)	• Review product specifications and summarize past year's performance. • Follow up on performance and problem-solving actions. • Activities to build customer relations such as sporting events, Visiting activities, study visits, etc.
SahaGreen Forest Co., Ltd.			
• meeting • Engagement activities	• Provincial Electricity Authority	once a quarter	• Review product specifications and summarize past year's performance. • Follow up on performance and problem-solving actions. • Activities to build customer relations such as sporting events, Visiting activities, study visits, etc.
	• Steam Customers (Siam Forestry Co., Ltd.)	Organized no less than twice a year (subject to specific circumstances each year).	

Customer Satisfaction Survey 2024

company	Total number of industrial customers (persons)	Number of customers who have completed the satisfaction assessment (persons)	Number of customers who are satisfied with the target set	target (%)	average satisfaction results (%)
 RATCH PATHANA	50	50	50	90.00	93.13
 SAHACOGEN GREEN CO., LTD.	2	2	2	95.00	95.10
 SAHAGREEN FOREST CO., LTD.	2	2	2	97.00	97.29

Performance Results on Customer Complaint Handling in 2024

Topic	Number (Times)
Customer data leakage incidents	0
Consumer rights violation complaints or incidents	0
Disputes or customer complaints regarding company operations	0

Customer Relationship

Activities	Photo
Football Friendship Activities Building relationships and fostering closer connections with customers through friendly football matches held throughout the year.	 
Customer Training and Seminar A customer seminar was organized to provide knowledge on corporate greenhouse gas management. The session was led by Assistant Professor Dr. Warakorn Wongchai, an expert in greenhouse gas management, on November 28, 2024,	 

Customer Relationship

Activities	Photo
<p>Customer Engagement Activities</p> <p>Organizing events to gather feedback and suggestions from customers, using the insights to improve services and enhance collaborative operations. This aims to elevate customer satisfaction and strengthen the relationship between the organization and its customers.</p>	
<p>Social Activities (CSR Project)</p> <p>SGF-PEA Project for Community and Society 2024 The company, along with customers and partners, jointly organized social activities by providing educational equipment and improving the electrical system at Ban Napadang School, Pran Kratai District, Kamphaeng Phet Province.</p>	
<p>Open House and Site Visit</p> <p>The company has established an Open House program that welcomes customers and stakeholders to visit and study our power generation facilities. This initiative serves as both a public relations opportunity and an educational platform to foster a deeper understanding of our business operations. The program also facilitates knowledge exchange on various relevant aspects of the energy industry.</p>	