

Trust

## Trusted Partner for Delivering Seamless Customer Satisfaction

At Mastek, we create digital experiences by rethinking the way customers engage with companies, partners and employees and continue to be trusted partners in complex digital and cloud programmes with a strong client-centric culture.



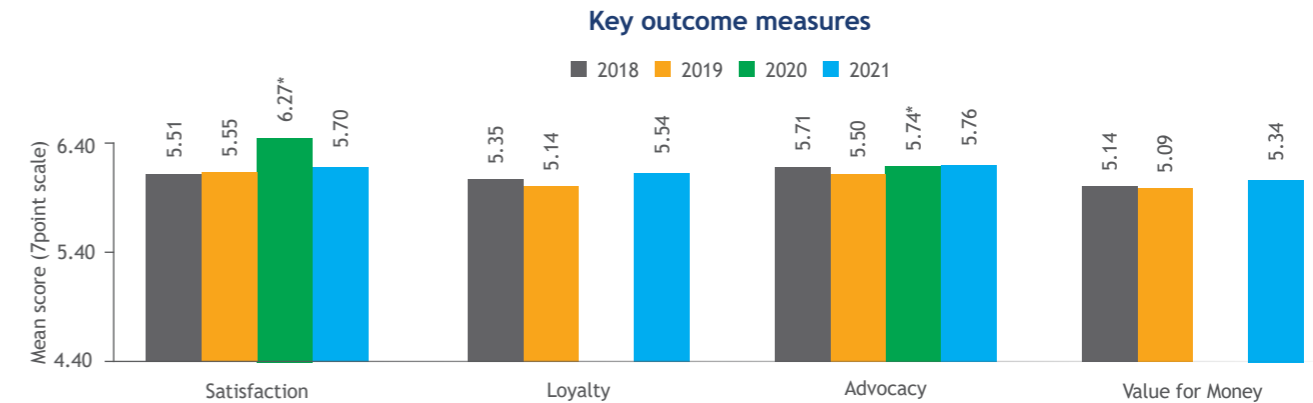
### Customer Engagement Survey

We conducted a customer engagement study to analyse our perception among our client. The response rate was healthy with account coverage at 83%. We are seen as a customer centric organisation - a firm that understands customers' evolving business needs and to adapts to them with flexibility. We go the extra mile for our clients and collaborate with them as partners.

A key demand is around proactive discussions on improvement opportunities while showcasing ideas of innovation. Mastekers strive to achieve these through the following steps:

- **Drive efficiencies** - Automation, Continuous Improvement, Agile/DevOps, Process Excellence
- **Industry practices** - Thought Leadership, Best Practices, Suggestions, Guidance
- **Transformative** - New Tech, Digital, Transformation, Customisation

Our strategy to achieve trust stretches across several domains - people engagement, operational excellence, delivery excellence, and several standards and systems measuring high performance. A rigorous governance system monitors the dynamic operations constantly. The criteria of satisfaction, loyalty, advocacy and business value displayed high outcomes. We observed that relationships have become stronger and deeper in the year of the pandemic, thanks to our initiatives across people management and our operational and delivery excellence.



\*2020: Satisfaction and advocacy questions were framed differently with a COVID-19 perspective and hence not exactly comparable; Loyalty & Value for money not asked

### Why our customers trust us

*"We consider Mastek to be a Gold Standard Partner. Their ability to find and provide the necessary people to produce high quality code, QA, guidance and best practices, makes them an integral part of our development team. We use Mastek for Concept to Maintenance and everything between. They are hands down one of the best partners we have worked with over the past seven years."*

**Dennis Crawford**, Vice President, Product Development, CORT

*"Our customers are young, mobile and know what they want--whether that is fashion or flexibility. We developed this mobile-first offering with our customers in mind and they have loved the ease of buying and trying clothes across channels,"*

**Mark Chrystal**, Chief Analytics Officer at rue21