

LongShine Technology Group Co.,Ltd

Customer Relations Management Policy

Longshine Technology Group Co., Ltd. (hereinafter referred to as the "Company" or "Longshine Technology") consistently adheres to a customer-centric approach and is committed to providing customers with stable, reliable and high-quality products and services. This Policy defines the Company's responsibilities and requirements for customer relations management, customer service, complaint feedback and continuous improvement; standardizes the processes for customer communication, request intake, issue resolution and service optimization; and continuously enhances customer satisfaction and trust.

1. Scope of Application

This Policy applies to the products, platforms, project delivery, operational services, customer support and after-sales management activities of Longshine Technology Group and entities within the Group's management scope. It covers government and enterprise customers, energy customers, telecommunications operator customers, online-channel customers, end users and other service recipients.

1. Customer service and operations departments are responsible for accepting complaints, recording service processes, conducting customer satisfaction surveys and reviewing service quality.
2. Product, research and development, delivery, and operations and maintenance departments are responsible for incorporating customer feedback into defect remediation, product iteration and service optimization.
3. Marketing, sales and customer success teams are responsible for maintaining customer relationships, interviewing key customers and identifying customer needs.
4. Compliance, information security and privacy protection functions provide professional support for matters involving data security, privacy and service compliance.
5. Management regularly reviews customer service quality, major complaints, customer attrition risks and progress against improvement plans.

2. Customer Support and Feedback Channels

The Company maintains a multichannel customer support system so that customers can conveniently submit inquiries, suggestions, complaints, privacy requests and service improvement proposals. Channels include, but are not limited to, the 400 customer service hotline, online customer service or ticketing platforms, account managers or project managers, email, service windows specified in contracts, on-site communication, customer satisfaction surveys, feedback portals on online channels such as WeChat and Alipay, and regulatory or third-party complaint platforms.

1. For platform-based services, the Company maintains 24/7 monitoring and fault-warning mechanisms. In the event of a major incident, the operations and maintenance team notifies customers according to the incident classification and initiates the recovery process.
2. For project delivery and long-term operations customers, the Company conducts regular follow-ups and records customer concerns, improvement suggestions and potential renewal risks.
3. For persons with disabilities, elderly users and other customer groups requiring additional support, the Company provides transfer to human-assisted service, plain-language explanations, remote assistance, on-site assistance where necessary, and accessible feedback channels.
4. Complaints involving personal information, payments, account security or business continuity are treated as high-priority matters under the applicable security, privacy or emergency response process.

3. Closed-Loop Complaint Handling

1. Intake and registration: All complaints and material feedback are recorded in a consistent manner, including the source, customer type, product or service involved, time, request, scope of impact and supporting evidence.
2. Classification and prioritization: Matters are classified and prioritized according to the severity of impact, compliance risk, scope of customer impact and whether an information security or privacy incident is involved.
3. Investigation and analysis: The responsible department verifies the facts within the required timeframe. Where necessary, product, R&D, operations and maintenance, compliance and account management personnel jointly conduct a root-cause analysis.
4. Response and resolution: Customers are informed of the intake status, expected resolution path and interim progress. Specific response, resolution and escalation timeframes shall be confirmed and disclosed by the responsible department in accordance with the applicable service level agreement or internal rules.

5. Corrective action and optimization: Corrective action items are established for recurring or major complaints and incorporated into the product defect register, process optimization list or customer service improvement action plan.
6. Closure and review: Customer feedback is confirmed before a complaint is closed. A post-incident review report is prepared for major or representative issues and used for training, quality management and product roadmap optimization.

4. Integration of Customer Feedback into Product and Service Improvement

Customer feedback shall not end with the resolution of an individual case. The Company shall maintain a closed-loop process that converts the voice of the customer into product and service improvements and consolidates customer satisfaction surveys, complaint root causes, key customer interviews, system monitoring, operational data and market feedback into a unified improvement pool.

1. Product departments regularly review high-frequency customer needs and complaint root causes and develop recommendations for version iterations or functional optimization plans.
2. R&D and operations and maintenance departments assign accountable owners and completion deadlines for corrective actions relating to service stability, fault recovery, data accuracy, response speed and similar issues.
3. Customer service departments track the complaint closure rate, repeat complaint rate, average response time, mean time to recovery, customer satisfaction and customer attrition risk.
4. Material customer feedback and systemic issues are escalated to management meetings or special-purpose meetings and used as important inputs for service quality objectives and resource allocation.

5. Targets, Metrics and Disclosure

5. The Company shall progressively disclose customer relations management metrics. Metrics already disclosed or capable of being established include customer satisfaction, complaint rate, complaint handling rate, average response time, mean time to recovery, same-day completion rate, number of major complaints, repeat complaint rate and number of improvement projects driven by customer feedback.
6. Annual targets should be confirmed by the responsible department based on historical performance and service level agreements, such as targets for customer satisfaction, complaint response rate, complaint closure rate and the review rate for major complaints. Target values shall not be presented as established facts before confirmation by the relevant business function.