BEING THERE FOR OUR CUSTOMERS

Our customer ESG goal: Offering a customer-centric service

Strategic focus areas

Customer satisfaction

The Customer Carelines team entire focus is on enhancing the customer experience and journey with us as a brand.

Dis-Chem's web-based customer care ticketing, tracking and escalation system enables it to immediately recognise customers when they initiate contact. We can determine if they are an existing Benefit member or customer, and if they have an existing ticket logged with us, regardless of the channel on which it was received.

Consultants handle queries or complaints according to a pre-defined escalation process with built-in response times. For a customer, this means that their issue will be addressed by the right person, at the right level, for example, the pharmacist in a specific store. A customer ticket can only be closed if information or feedback has been provided to the customer.

Dis-Chem has a team whose mission is to make customers' lives easier and healthier. They are called the adherence centre and have four main areas of support:

- A calling team focusing on patients who are due for their daily medication
- A PackMyMeds team is responsible for processing and packing orders to be delivered daily
- A new scripts team that is responsible for capturing and loading new scripts and claiming these from medical aids

Added to this, Dis-Chem has a team to assist Dispensary patients by contacting medical aids, getting authorisation for chronic medication, or any other issues that may hinder the claiming process.

Customer health and safety

We are committed to the best possible health outcomes for our patients. There are instances where a patient's health can be negatively impacted if they receive incorrect medication, of incorrect strength, and/or dosage instructions. In most cases, patients are quick to notice discrepancies and errors are corrected before they leave the dispensary. We have a strict quality protocol to manage staff in this regard. Every error is recorded and reported, with an error rate of 0.0012%. We evaluate if treatment has been compromised and have medical malpractice insurance to cover the risk.

Read more about product quality and safety in the material sustainability matters chapter from page 23.

Data privacy and security

The data entered and stored on Dis-Chem's customer care system is POPIA compliant and subject to strict data security protocols.

Read more about data privacy and security in the material sustainability matters chapter from page 18.



"Dis-Chem has always taken great pride in the fact that we keep the customer as the focus point in all that we do as a brand. We continuously endeavour and strive for customer service excellence. Our accessibility and accountability speaks to our dedication to our most prized possession – our customers."
– Lynne Blignaut, Dis-Chem Head of Loyalty and Customer Rewards

Dis-Chem's strategic focus areas align its contribution to the following SDG:



0.00023%
CLINIC PATIENT SAFETY ADVERSE HEALTH EVENTS RATE

5
REPORTABLE DATA BREACHES

0.001195%
DISPENSING ERROR RATE

CASE STUDY

INDEPENDENT AND FREE RECOURSE TO THE OMBUD

In South Africa, Dis-Chem customers can approach the Consumer Goods and Services Ombud (CGSO) if they are not satisfied or not able to resolve an issue. The CGSO enforces the Consumer Goods and Services Industry Code of Conduct by receiving and dealing with consumer goods complaints free of charge.

Dis-Chem is a CGSO participant, which means that we have to comply with the code, register with the CGSO and contribute towards funding the CGSO. The CGSO will investigate customer complaints, attempt to facilitate a settlement between Dis-Chem and the customer in an unbiased manner, and make recommendations on how the dispute should be settled.

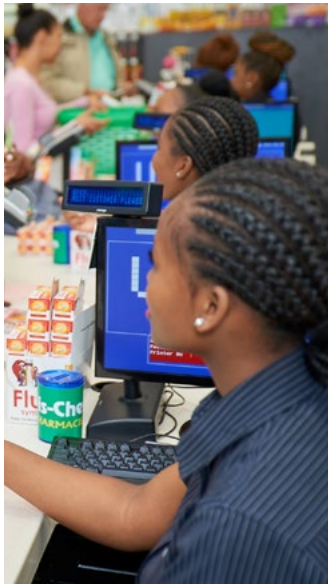


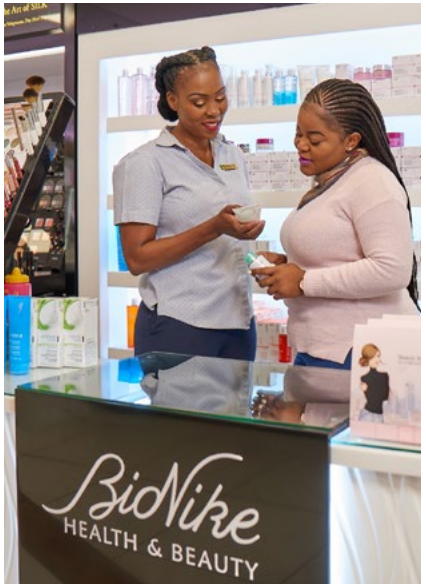
Loyal customers save money while contributing to community programmes











Customers who sign up for the Dis-Chem Benefit programme often do not grasp the full extent and impact of our programme. They use their rewards to save on future purchases, enjoy exclusive offers and discounts, and use their Benefit Card to leverage partner programmes, for example with several banks. Savvy shoppers can earn up to four times through one transaction.

On top of these benefits, Dis-Chem makes a donation to the Dis-Chem Foundation through a percentage of every redemption done at Dis-Chem and Baby City stores. This means that each member contributes to projects that address social challenges and help people in need. This includes providing girls with sanitary pads, drilling boreholes in communities without water, or establishing food gardens.

The Dis-Chem Benefit programme has been running for 21 years and 78% of transactions in our stores are conducted by programme members.

Despite being in the market for such a long time, the programme continues to attract new members. 1 498 738 members joined in the 2024 financial year.

Read more about the projects that customers support in the chapter on our communities from page 75.





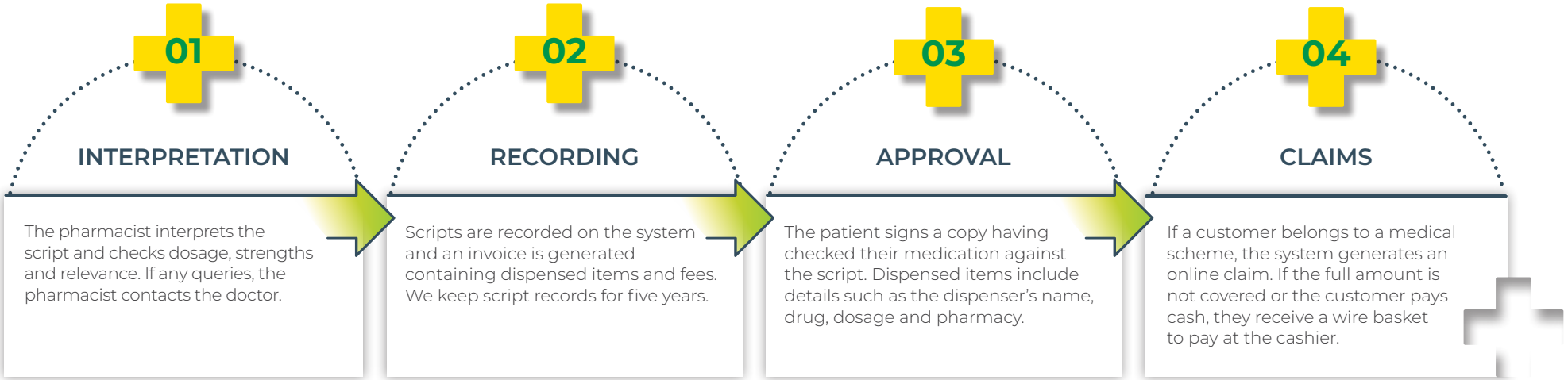
Our script-handling process

Dis-Chem has a formal pharmacy script-handling process that must be followed by all pharmacists and assistants to ensure the quality and authenticity of the prescription being filled. This is also important to ensure the best patient outcomes are achieved.

OUR CUSTOMER COMMITMENT

Our sustainability policy directs us to:

- Work with our customers to understand their needs and expectations
- Offer products and services that meet the needs and expectations of our customers
- Offer products and services that are accessible to our customers
- Respect human rights and diversity of our customers



CASE STUDY

OUR SPECIALISED ONCOLOGY SERVICE OFFERING

According to the World Health Organization, cancer was a leading cause of death worldwide, accounting for nearly 10 million deaths in 2020, or nearly one in six deaths. Over the years, Dis-Chem developed a robust service offering to support oncology patients.

We specialise in managing oncology treatments according to a treatment plan prescribed by a doctor. This includes offering comprehensive support for patients undergoing cancer therapy. The Dis-Chem Oncology specialised courier pharmacy works with patients, doctors and medical aids to provide medication and supplies. The tailored support ensures that patients receive medication and support throughout their treatment journey. Dis-Chem also operates direct oncology pharmacies, providing specialised care and support for cancer patients on-site at hospitals or private oncology practices.

OUR CHRONIC DIRECT COURIER SERVICE IS AVAILABLE TO PATIENTS WHERE WE DON'T HAVE A DIS-CHEM PHARMACY NEARBY. EVEN IF THEY LIVE IN KOFFIEFONTEIN OR MUSINA, WE WILL DELIVER MEDICATION TO CUSTOMERS WHEREVER THEY ARE.



What our customers say

GOOD DAY, DIS-CHEM SENIOR MANAGERS. I WOULD LIKE TO REGISTER A COMPLIMENT FOR THE TWO SENIOR PHARMACISTS AT THE BEDFORD CENTRE DISPENSARY. MY WIFE HAD A VERY BAD SHINGLES INFECTION AND THE TWO DISPENSARY SENIOR EMPLOYEES WERE **MOST HELPFUL AND EFFICIENT** IN THEIR DISPENSING OF THE REQUIRED MEDICINES FOR THIS PAINFUL AFFLICTION, AND THEY **WENT OUT OF THEIR WAY** TO BE ATTENTIVE AND SYMPATHETIC. WELL DONE, THEY ARE A CREDIT TO THE DIS-CHEM BRAND.

I went to the clinic to have a pregnancy immunisation booster. All I can say is that I was made to feel so comfortable and relaxed during the whole process. Wow, I live in the UK and if only getting boosters was this hassle-free there. The nurse was lovely and made me feel at ease the whole time. What a fantastic service Dis-Chem offers with these in-store clinics. Thank you so much.

Today a very helpful person assisted me at Dis-Chem Okavango, and I want to say “thank you” to him. I do not know his name but he assisted me with my script. Since yesterday I tried to get the new medication my doctor prescribed and have been to four pharmacies already hoping that Dis-Chem Okavango will have stock. Well, they did not. I was mentally drained and without mentioning how stressed out I was, he gave me the Dis-Chem branches that had the medication I needed. Without me asking, he made a call to confirm, so that I do not go all the way and they do not have stock. I was shocked. I was at a Dis-Chem yesterday, where I did not get the same service that I got today. He had no reason to go the extra mile for me, but he did.

Future focus areas

- Dis-Chem intends to leverage its relationships with strategic partners of the Dis-Chem Benefit programme to offer customers even more value
- We are committed to continuous improvement in finding innovative solutions to provide better health