

CUSTOMERS/CLIENTS

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Why We Engage

- To build and maintain relationships with clients/partners, and to encourage loyalty and trust in the Malakoff brand and services provided
- To boost sales and revenue
- To improve operational deliverables
- To tailor strategies in addressing clients' requirements or challenges faced effectively

How We Engage

- Communication with sales personnel
- Site visits
- Sustainability collaboration
- Memorandum of Understanding (MoU) signings
- Launches and informal events
- Company website
- Local and international conferences

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Value Created for Customers/Clients

- Provision for sustainable services using green equipment and Internet of Things (IoT)
- Technical experience and expertise
- High level of customer/client experience

Value Created for Malakoff

- Enhance brand and sales success
- Increase in customer/clients' loyalty and trust
- Valuable feedback and testimony on our services

Key Concerns Raised

- Customer/Client experience
- Sustainability initiatives
- Health, Safety and Environment (HSE)

Risks

- Legal and political forces can change regulations, which affects marketing efforts
- Post-pandemic inflation
- Misunderstanding or misinterpretation of the company's vision and values
- Receiving inaccurate information about our initiatives/projects, potentially leading to a breakdown of trust

Our Responses

- Established strategic partnerships with various companies to enhance kerbside recycling and manage plastic and food waste as well as to streamline public recycling efforts and promoting waste reduction
- Explored diverse green power initiatives, including solar programs such as Corporate Green Power Programme (CGPP) and Self-Consumption (SelCo), alongside EV charging stations

Opportunities

- Modern digitalisation enables monitoring of site activities remotely
- New developments for recycling and sustainable waste solutions
- Leverage environmentally-friendly solutions and electric equipment to conduct services
- Expanding RE portfolio is crucial as we strive to meet the escalating demand for sustainable energy solutions