

FAQs - Operation Management

6. How does Bosideng enhance its customer service and feedback mechanisms to ensure accessible communication channels and effective complaint handling?

Bosideng remains consumer-oriented and continues to improve diversified online and offline customer communication and service channels, providing consumers with convenient and efficient consultation, after-sales services, and feedback support. Consumers may submit questions through the CONTACT page on the official website or through online customer service channels, and may also obtain services through the 400 customer service hotline and offline stores.

During the Year, the Group continued to enhance its digital customer service capabilities by promoting interoperability among its customer service, POS, product, and channel systems. These measures improve the Group's ability to identify and respond to customer needs. The Company has also deployed AI-powered customer service in selected online service scenarios, allowing consumers to make inquiries, seek service support, or provide feedback directly through AI-powered channels, with cases transferred to human customer service representatives for further handling when necessary.

To understand consumer needs in a more timely and systematic manner, the Group has established a Voice of Consumers (VOC) platform and a related collection and analysis mechanism. The platform collects real-time market feedback and identifies customer pain points and needs relating to product quality. Consumer feedback is then used to drive the continuous improvement of product quality and customer services. The Group also promotes coordination between consumer feedback and its customer service, product, and channel systems, enabling consumer views to be translated more effectively into product and service improvements.

In complaint management, the Group continues to optimize complaint-handling standards, compensation mechanisms, exchange processes, and service coordination mechanisms. It has established a dedicated public-opinion monitoring and complaint-handling team under a designated supervisor; developed specialized complaint-handling training and quality assurance systems; and refined end-to-end customer service SOPs and cross-functional complaint-handling mechanisms.

After a consumer submits a complaint, the Company promptly acknowledges receipt and registers the complaint through text messages, platform notifications, telephone calls, or other service channels, creating a clear record for follow-up and progress tracking. For complex complaint tickets, complaint-handling specialists assign an appropriate responsible case owner and follow up on the outcome within 16 hours. For cases requiring further coordination, the Company strengthens collaboration between customer service teams and stores to enable coordinated online and offline responses, thereby improving complaint-handling efficiency and customer satisfaction.

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