

# Commitment to quality

We see the basis of today's and tomorrow's success in the outstanding quality of our innovative products and services ,Made in Germany', plus in reliable planning and implementation of projects and first-class customer service. This claim can only be achieved through the active participation of all employees and a shared commitment to the continuous development of the organization.

## **Customer focus**

All our efforts are focused on the customer. The core of our business is to understand the customer's needs, to be familiar with his or her market, to develop the best possible products and services and to offer these on competitive terms. We therefore regard our customers as our partners – from the initial personal consultation meeting right up to providing service support of the system on their premises. Our customers' satisfaction is the yardstick of our success.

## **Managerial competence**

Every member of the management team lives by our guiding principles for quality, day in, day out, with respect to customers, colleagues and cooperation partners, and is therefore a role model for all employees. To encourage and to challenge are fundamental components of our culture of quality and performance. Communicating strategy, setting and critically discussing measurable, realistic objectives and continuously monitoring them create the transparency and understanding for Telelift's continuous transformation for the benefit of all employees.

## **Employee satisfaction**

The long-term wellbeing and satisfaction of our employees is incredibly important to us – we regard these factors as the foundations for the success of our business. Our aim is therefore to inform, qualify and motivate our employees. Regular training and education helps them tackle the ever-growing challenges they face.

## **Process orientation, error culture and continuous improvement**

All our managers and employees see it as their duty to live and breathe existing processes, to critically question them and to continuously adapt them to the changing environment. Any errors or weak spots detected are communicated openly and constructively, the causes are analysed and together we develop new potential solutions. In this environment of constructive optimisation and of being a learning organisation, we strive for the continuous minimisation of errors. This brings about innovative, future-orientated solutions with regard to processes, structures and products, in order that we can secure our business's competitiveness.

## **Partnerships**

Building long-lasting partnerships with distributors and suppliers that are to everyone's advantage is extremely important to us. With the right partners, we are able to continuously secure and improve our own competitiveness. This applies to the technological partners and sales partners who integrate our intralogistics solutions in libraries, hospitals and industrial environments, and also to the close partnerships with strategically important suppliers.

## **Sustainability**

We attach particular importance to sustainability in production, distribution, use and disposal. We understand sustainability as the triad of ecology, economy and social responsibility. All employees pay attention to the efficient use of resources, thereby reducing the impact of our business operations on the environment and climate to a minimum.