

COMMITMENT TO THE CLIENT

We work for satisfaction and development of those impacted by our services. We act in a positive and transparent way, focusing on building relationships with each interaction.



Customer SATISFACTION

With the supply of treated water and sanitation, services essential to the populations of the cities we serve, we establish a long-term relationship with our customers. Operating in more than 100 municipalities, our company benefits about 15 million people, with a focus on providing cutting-edge service, with confidence and proximity.

Maintaining the quality of the services we provide by ensuring water supply and sewage collection is fundamental to our customers' satisfaction. The expansion of the networks also influences the positive public perception of our company.

In 2019, investments made in the units totaled R\$ 821 million and resulted in the implementation of 759 kilometers of new networks. In addition to our priority for safety, we work with a focus on communication and customer orientation, informing the period of interdiction of the streets and the health benefits from access to basic sanitation services.



1,441 thousand
active sewer connections
(14,300 km of network)





871,000 active water connections (13,000 km of network)

We also act continuously so that the interaction with the company's service channels is increasingly agile, uncomplicated and inclusive. The digital tools contribute so that various services can be requested without the need for on-site assistance.

The issuing of the second copy of invoices, consultation of pending debts, alteration of registration data, notifications of problems and other types of demands can be made directly through the company's website or by calling 0800, which are channels that work 24/7. On BRK's Facebook page and on the corporate channel via WhatsApp, our customers can also request a second copy and be attended during business hours.

In stores and other channels, we apply the Hello! BRK program, which guides our employees and service providers to be proactive and helpful with customers in solving their demands.

CUSTOMER SATISFACTION
INDEX (CSI)





Data intelligence and innovation



The **Olá! BRK** (Hello! BRK) program is one of our main initiatives for the positive transformation of the relationship we establish with our customers. The initiative uses digital tools for statistical data analysis to identify the main demands of customers and promote even more humanized and empathetic means of service.

The unit in Sumaré (São Paulo) was the first to implement Hello! BRK in 2018, and last year the units in Uruguaiana (Rio Grande do Sul), Gurupi and Palmas (Tocantins) were involved.

Among the perceived benefits are reductions of up to 35% in the number of complaints, thanks to greater first contact resolution and compliance with service order deadlines.

The field teams became more interactive with customers, and were recognized by them as a service channel, which reduced demand in physical stores by up to 16%.

The innovation brought by Hello! BRK was recognized by two important awards in the market, among them the Valor Inovação 2019 ranking, by the newspaper Valor Econômico.

In Sumaré, 93% of the requests made by the clients were answered on time after the implementation of the Hello! BRK program



Information for SOCIETY

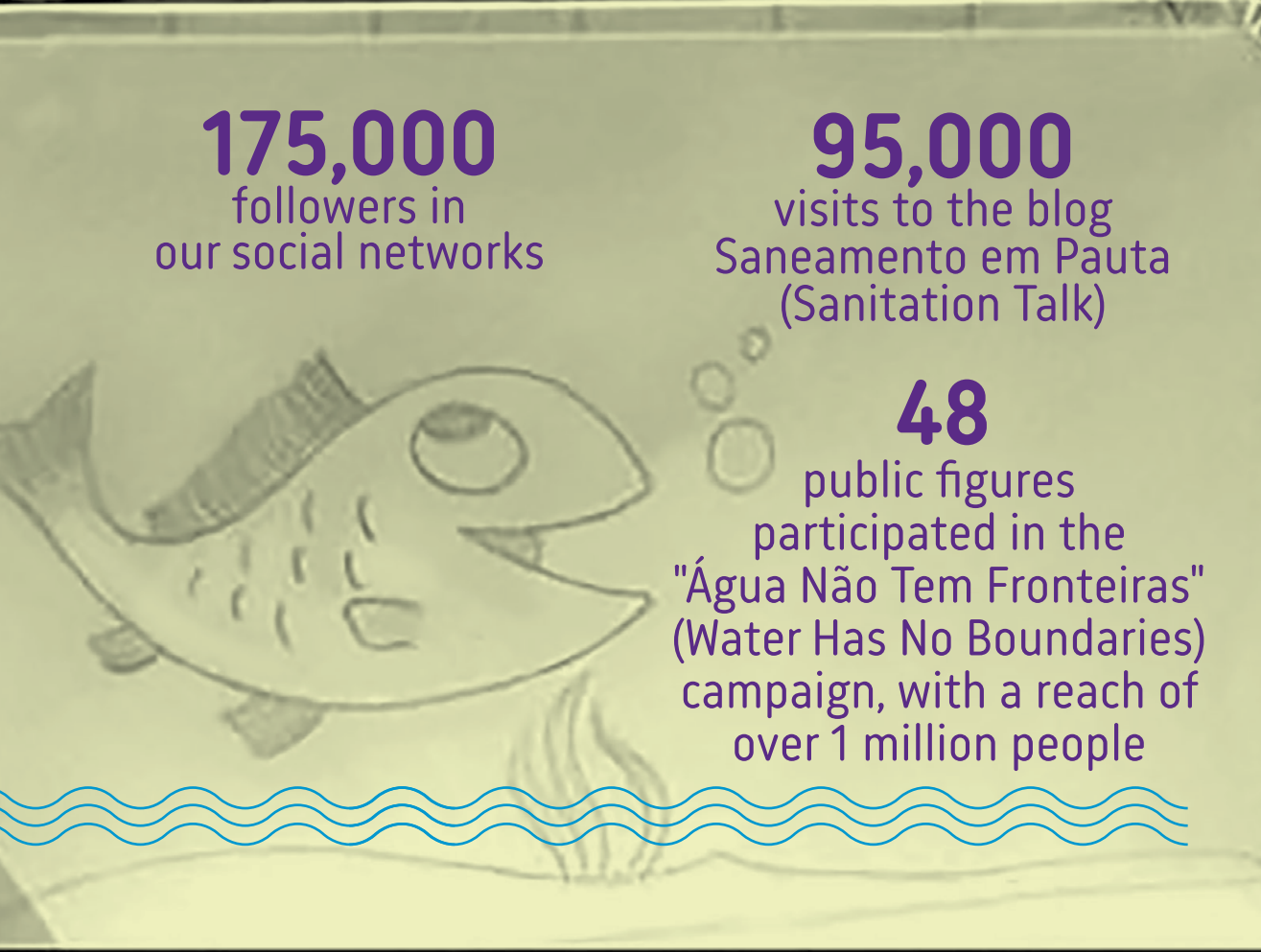
Spreading the importance of basic sanitation and the benefits of universal access to this service and informing society about good hygiene and health care practices are aspects connected to our purpose of transforming people's lives. The communication and engagement channels that we maintain, together with educational campaigns, expand the positive impact of our actions.

One of the information platforms we have is the blog Saneamento em Pauta (Sanitation Talk), which features various contents on water, sanitation, the environment and the positive impacts of basic sanitation. The information provided is based on studies and interviews with professionals in the sector, with a simple language accessible to all readers.



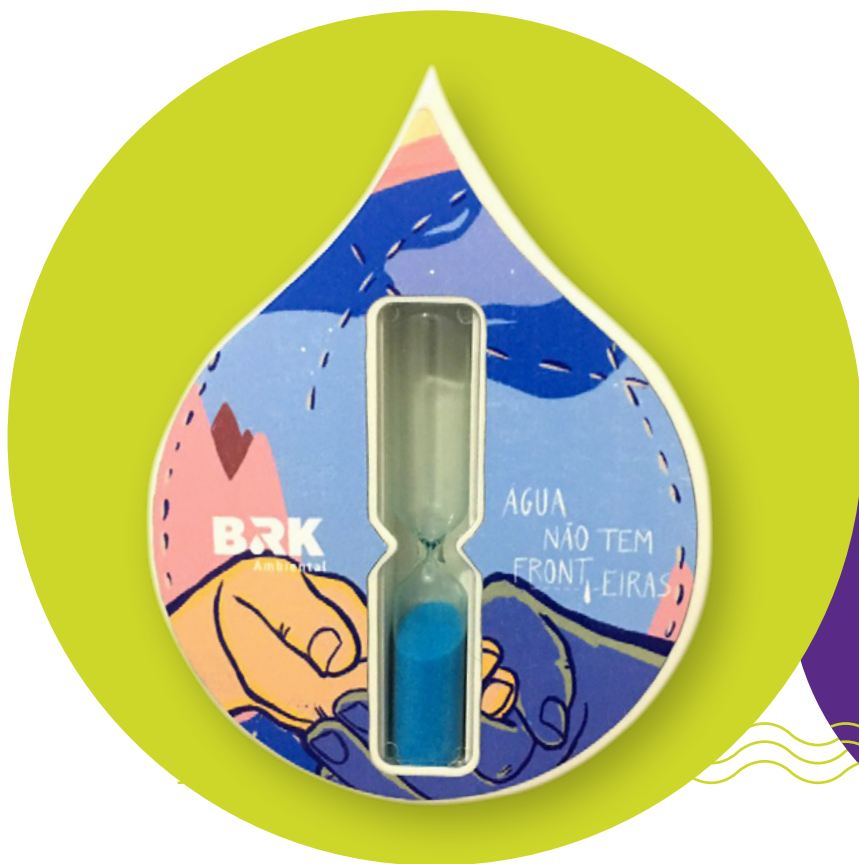
175,000
followers in
our social networks

95,000
visits to the blog
Saneamento em Pauta
(Sanitation Talk)



48
public figures
participated in the
"Água Não Tem Fronteiras"
(Water Has No Boundaries)
campaign, with a reach of
over 1 million people





On average,
10 liters
of water are
consumed per
minute spent in
the shower

The "Água Não Tem Fronteiras" (Water Has No Boundaries) campaign also stood out in 2019. Launched on World Water Day on March 22nd, the project invited different artists and influencers on digital social networks to reflect on the average shower time.

Each was given an hourglass that marks 5 minutes and was challenged to take a shower only in that amount of time. It is estimated that every minute less in the shower represents a saving of up to 10 liters of water. The initiative was recognized by the Brazilian Association for Business Communication (Aberje) and earned our company the Company of the Year award

at the event that highlights the best practices in corporate communication.

Another initiative was the "Busque por Prevenção" (Search for Prevention) campaign, starring Dr. Drauzio Varella and focusing on education to combat dengue fever. The disease, caused by a virus transmitted by the Aedes aegypti mosquito, spreads throughout Brazil mainly due to the lack of basic sanitation and accumulation of water in regions without infrastructure for sanitary exhaustion. The sponsorship of BRK Ambiental allowed the creation of informative videos, posts for publication on social networks and a website with tips on how to prevent the proliferation of the mosquito.

#OFuturoqueaGenteQuer

Our company supported and participated in the campaign "O Futuro que a Gente Quer" (The Future We Want), of the Global Compact Network Brazil. The initiative has been broadcast on social networks in the form of mini-documentaries showing the impact of the Sustainable Development Goals on people's lives and the role of companies in this global effort.

The second video in the series was about **SDG 6: Ensure availability and sustainable management of water and sanitation for all**, and told the story of two families in Pernambuco who had their lives transformed after having access to treated water and basic sanitation.



Click here to watch the video