



Double interview in Diplomatic MS Italy

Antonella Colombo and Valeria Dalla Villa

The entrance in Diplomatic

Antonella Colombo: I came to Diplomatic many years ago, right after my final. I joined Diplomatic in the Logistics office and after about a year I switched to Customer Service to quickly become the assistant to the sales manager at the time. It can be said that I grew up in Diplomatic where I met many people and learned to interface with different types of customers. Today I am responsible for the Customer Service for the Italian market and, together with the team of colleagues who coordinate, we try to offer a high quality service to our customers. Taking care of the customer has become for me the mission that gives me satisfaction in the work of every day.

Valeria Dalla Villa: I joined Diplomatic in 2020 as head of International Customer Care, bringing a wealth of experience gained in a number of previous companies, but always in the same business area. At Diplomatic I can achieve that professional goal that I particularly like, the possibility of helping customers through teamwork with colleagues and being able to improve the quality of service day by day for full customer satisfaction.

One aspect that distinguishes my work is also the training of new resources for customer care and interns who have experience in the Diplomatic reality. Today, the entry into the Daikin Group will give us the opportunity to face new objectives.



Valeria Dalla Villa- Customer Care
Team Leader International sales.



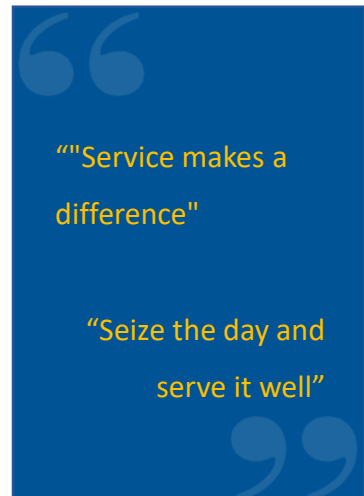
Antonella Colombo- Customer Care
Team Leader Domestic sales

What is Customer Care for Diplomatic?

Antonella Colombo For the Italian market, our main role is to be available to the customer, who is present daily, both by phone and e-mail, even several times a day, both for the resolution of issues and for the request for information. We have a "very friendly" relationship with our customers, based on trust and mutual respect, which we cultivate by making us always ready and prepared to give the necessary and useful solutions. This is the **meaning of Customer Care at Diplomatic.**

Valeria Dalla Villa: The customer care for export is to create, maintain and consolidate relationships born with customers already acquired and new. We are one of the components of the customer experience, which interfaces with us, but also relates with other Diplomatic teams. We must show efficiency in the organization and in the resolution times, because the foreign customer expects simple and short answers in terms of time. Even for geographical and time zone distances, efficiency is measured in terms of response times.

Another aspect we pay a lot of attention to is communicating our interest towards the customer and his requests, to avoid that he feels only in difficulties.





Who is the Diplomatic Client?

Antonella Colombo: As Italian market we follow all product lines and customers are different from each other. For the component line the customer is usually the distributor or the reseller, for the plant line the customer is, instead, the manufacturer or the OEM who uses our system within his own system. Customers' needs are different and in many cases we, as Diplomatic Customer Care with specific training, learn about their platforms and work with customer portals.

What will happen with the sale of the Daikin product line we will discover soon, we are ready to welcome new types of customers.

Valeria Dalla Villa: Customers abroad are also distributors, manufacturers and OEMs.

Our international presence, thanks to the acquisition policy operated over time by Diplomatic with the inclusion of brands such as Hydreco Hydraulics, Continental Hydraulics and TILL Hydraulics has led the group to be a well-known and appreciated brand, even before joining Daikin Industries. The relationship with international customers, as in Italy, it is therefore consolidated and based on everyday life and on a trust that often leads us to share local news and traditions that make everything much more personal and able to overcome distances and why not even cultural differences.

Are you a Team or two Offices exchanging best practices?

We are absolutely a team that fine-tunes the service level of Customer Care to have the same standards around the world, for all customers. The planning and verification phase is constant, on a weekly basis. Obviously in the day by day then we take care of the own market of competence with the characteristic specificities, but always aligning the colleagues on those that show to be good ideas or modalities of resolution of the demands.

How does your relationship with the Diplomatic Sales Network develop?

The sales network, made up of sellers and agents for the Italian market is one of the teams with which we collaborate most. We work closely: they are the people who visit the customer, we are the internal references always available. If we did not coordinate, the customer would risk having an unsatisfactory experience, but today we guarantee that the information circulates in order to be always ready to give the right solutions.

For the international, the main relationship is with Area Managers and some local agents, key figures in the creation of relationship, trust and loyalty with customers. Confronting them helps us to obtain more "direct" information to improve communications with customers, leading them to a much more direct and concrete work.

Customer service, however, leads us to have to collaborate with many other business teams including Production and Logistics when we are asked for specifics.

We create the right dynamic for handling requests.

How will Customer Service be in the Diplomatic MS Daikin Group?

The new product does not scare us; we will study it, we will learn what is essential to be effective in customer service. We will soon understand if we are integrated with other international Daikin teams to share standards and practices with the other divisions of the group.



Sketch of Valeria and Antonella

We both love to ride a motorcycle... as a passenger, from the weekend to the holidays, the two wheels fascinate us.

«We are very organized in the management of spaces.»

Antonella: I love music too. Bring me to concerts and make me happy.

Valeria: fitness is an integral part of my days, so much energy for every day!

For both, however, life flows with great satisfaction with children and life companion, firmly behind the wheel of the bikes.

