



VALUES

MODEL OF CORPORATE VALUES OF KAZAKHTELECOM JSC CREDO



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Client centricity

Responsibility for the result

Experimentation

Digitality

Openness

This means taking into account the requests of our colleagues and customeres, their active solution.

- › Effective development of the Company's products and services through an in-depth understanding of market trends and current and future customer needs.
- › Development of the customer base by increasing the level of satisfaction of external and internal clients with the quality of services, services and solutions provided to them.
- › Increase of the revenue by finding and implementation of mutually beneficial terms of cooperation with both our clients and within our Company.
- › Formation of long-term relationships with customers and counterparties, based on the principles of partnership and cooperation.

This means a persistent and responsible achievement of the goal.

- › Increasing the Company's financial results by setting and cascading clear and ambitious goals at all levels of management.
- › Increasing the level of involvement and the proportion of employees who are proactively involved in solving urgent business problems.
- › Increasing the speed of making and implementing decisions necessary to achieve goals.
- › Savings through the introduction of a rational approach in planning and use of resources required to implement the decisions taken.

This means finding the best ways to solve your problem and elimination of imperfections in current processes.

- › Increasing the attractiveness and competitiveness of the Company's products and services through the search for and implementation of new promising ideas.
- › Improving the efficiency of business processes in the course of continuous improvement of existing practices, processes and parameters of their results.
- › Reducing time to develop innovations as a result of built practices of experimentation, learning from lessons and improving results.
- › Increasing the speed of implementation of changes through the active involvement of all employees involved in changing processes and working practices.

This means the ability to look at the task through the prism of analytics and find digital paths to success.

- › A radical increase in the quality of decisions made as a result of the use of interfaces, models and algorithms for data analysis.
- › A multiple increase in the speed of work processes and solving business problems through the use of digital interfaces, services and devices.
- › Increasing the transparency of business processes and the speed of response to deviations through access to analytics and reports from BI systems.
- › Reducing the cost of processes as a result of the introduction of digital tools and platforms for solving everyday work tasks.

This means respect for colleagues and involvement in joint work, taking into account the potential of each.

- › Increasing the involvement of personnel, their desire to show their talents as a result of the formation of a constructive and friendly atmosphere of interaction.
- › Increasing the attractiveness of the employer brand and the ability to attract the best professionals from the labour market by creating a barrier-free development environment.
- › Reducing the transaction costs of the Company due to the well-coordinated work of professionals from different departments.
- › Increasing Company performance by openly discussing complex issues and adjusting behavior as a result of receiving feedback.