

Miele
IMMER BESSER

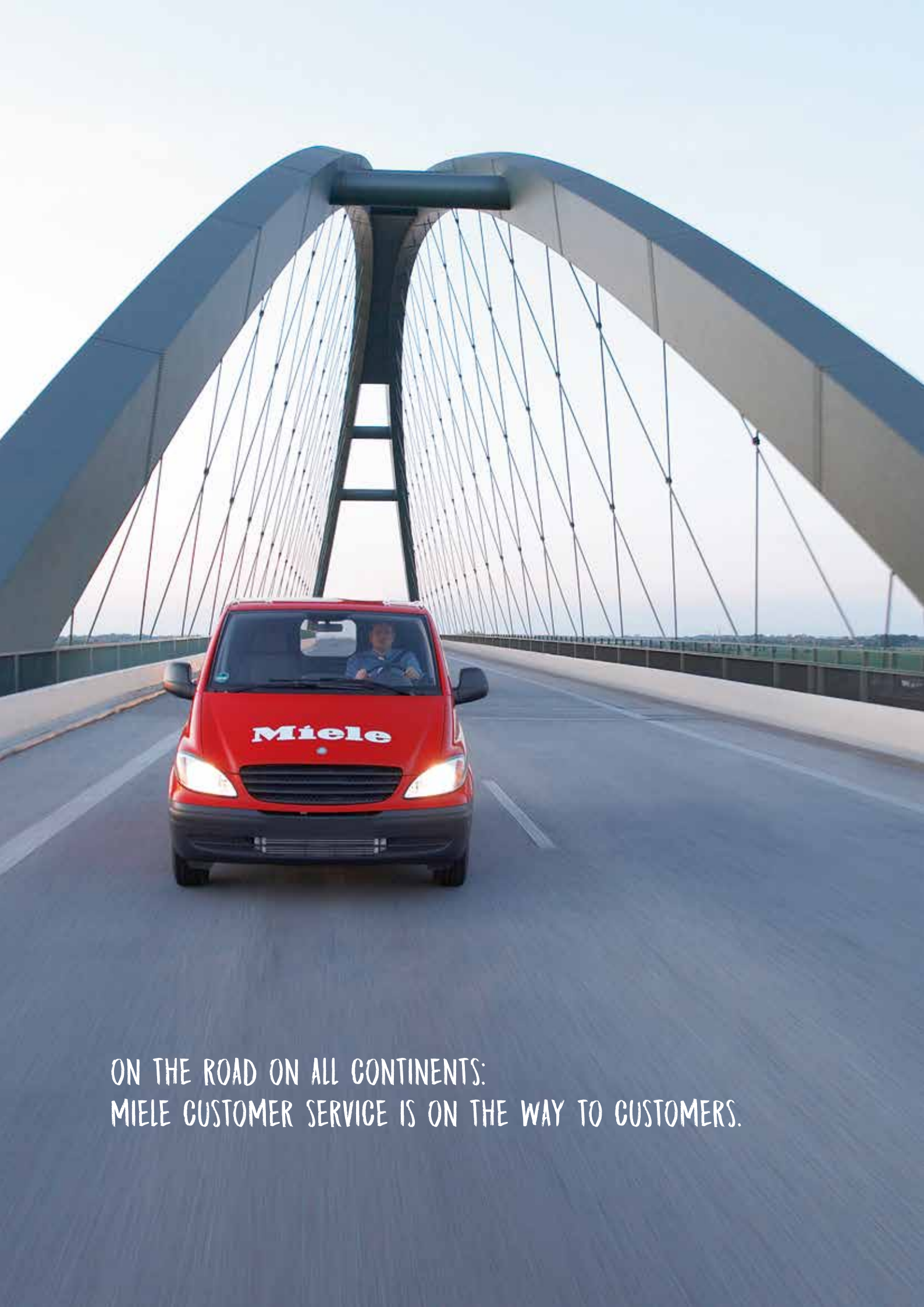
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MIELE CUSTOMER SERVICE

BE PART OF THE
WORLD OF MIELE.





ON THE ROAD ON ALL CONTINENTS:
MIELE CUSTOMER SERVICE IS ON THE WAY TO CUSTOMERS.

THE MIELE COMPANY

A GERMAN BRAND. AT HOME IN THE WORLD.

In many countries, Miele is the most popular brand in the sector. In our home market of Germany, Miele has even been voted the best product brand of all time (“best brand ever”) across all sectors. Since the foundation of the company in 1899, customers have been able to rely on Miele. Miele does not compromise when it comes to the reliability and durability of its appliances, because we believe that Miele customers are right to have high demands of the performance and environmental compatibility of their domestic appliances.

MIELE PRODUCTS ARE AMONG THE BEST IN THE WORLD

True to the company philosophy “Immer besser”, Miele therefore stands for excellent product quality. In the domestic sector, this holds true for the hygienic and gentle cleaning of laundry, floors, and dishes, as well as for diverse taste experiences from cooking and baking. In the professional sector, Miele products are also among the best in the world and meet the highest standards and expectations. This is due to the many

innovative equipment features that are only found with Miele. Innumerable first places in the most well-known product tests throughout the world prove this.

All of this is only possible because Miele precisely knows the interests and needs of their customers and makes this the maxim of its product developments. Miele therefore places great value on being close to their customers throughout the world. Miele is now represented by 46 sales companies in international markets. Around 19,000 employees work at Miele, including 2,200 Service Technicians and 600 Contact Center Agents who work for their national customers throughout the world.



THE FOCUS IS ON PEOPLE

Employee development is a high priority at Miele – always aware that employees are what makes a company successful in the first place. Finding young talent and developing technical and managerial staff is one of the top priorities of our Miele Human Resources policy.

Are you interested in a job within Miele Customer Service? We can offer you a wide range of targeted human resource development and further training.

MIELE AS AN EMPLOYER

THE CORNERSTONE IS PERSONAL ESTEEM.

A worldwide employee survey revealed that 89 percent of the employees are proud to work for Miele. This is very positive feedback and a result of the great confidence that our employees have in the company. Certainly, the people at Miele are proud to belong to a company that stands like no other, for solidarity in management and social values in our Human Resources policy.

Miele is a family run company and the respectful and responsible treatment of all employees is of upmost importance. The focus is on diversity and equal opportunity, such as the compatibility of family and work, as well as employee satisfaction. Further important topics are Health and Safety as well as fundamental sensitivity for sustainability in all areas of the company. In the area of social commitment, Miele focuses on the people in the subsidiaries. Here, sustainability means above all contributing to an intact and attractive community.

WE WANT THE BEST EMPLOYEES

The special challenge for our employees results from our claim to innovation leadership and the best quality in all areas. Due to our distinctive internationality, language and intercultural competence, it is especially important to us that you take the responsibility to independently educate yourself further to expand your skills. After all, our Miele philosophy "Immer besser" means nothing more than wanting to improve and better oneself steadily and continuously.

We will support you on your path with our attractive offer of personal development and further training.



MIELE EMPLOYER VALUE PROPOSITION

- 1 CHALLENGE AND DEMAND
- 2 SECURITY AND LIABILITY
- 3 APPRECIATION AND RESPECT

"FOR A PREMIUM BRAND
LIKE MIELE DELIGHTING
OUR CUSTOMERS WITH AN
EXCEPTIONALLY PERFECT
SERVICE EXPERIENCE IS THE
MINIMUM ASPIRATION."

Dr. Axel Kniehl, Executive Director, Miele & Cie. KG



"IN SERVICE, ABOVE ALL, IT IS THE PEOPLE WHO COUNT. FIRST AND FOREMOST, WE ARE IN THE BUSINESS OF SELLING SERVICES."

Uwe Hoffmann, Corporate Director Customer Service International, Miele & Cie. KG



YOUR START WITHIN MIELE CUSTOMER SERVICE

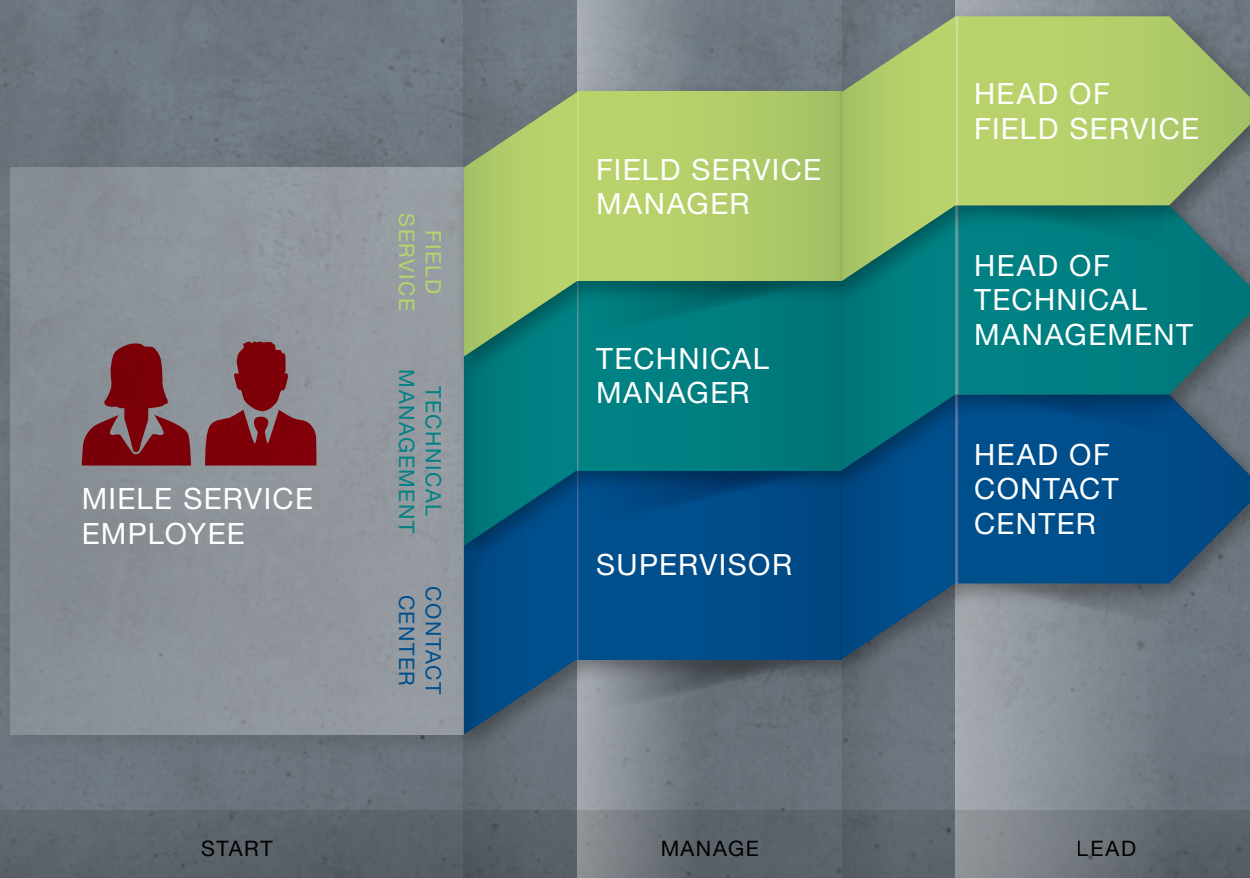
WELL POSITIONED FROM THE VERY BEGINNING.

In order for you to be well positioned for success at Miele from the very beginning, you will begin immediately with systematic and individual on-the-job training. New employees within the service area are integrated into a well-structured, tailor-made initial induction training programme. This teaches them the Miele required knowledge and skills for successfully carrying out their work whilst in accordance with their qualification level and requirements profile.

If you would like continuous further training after joining

Miele then you are in the right place! Here, further training is part of the qualification measures especially within Miele Customer Service. If you are interested in career progression, you will be involved in a Human Resources development programme that takes into account your interests. According to the principle of "recognising potential and intensively developing competencies" we offer our service employees possible individual development opportunities and targeted support. Our acknowledged objective to individually support and enable you to develop solution-oriented

CAREER SCHEME WITHIN MIELE CUSTOMER SERVICE



measures whilst furthering your career, allows us to act successfully together within the market. For example, if you join us as a Service Technician, you may have further interesting opportunities available to you. You could develop yourself further within the technical area to progress into a Technical Management role or you could begin a career path as an Executive if you meet the relevant requirements. We aim to offer ambitious and driven employees the opportunity of presenting themselves for a position as an Executive with clear personal commitment.



GO INTERNATIONAL

Within Miele Customer Service, you could also decide on international development or an international career programme. Whether you work in the United States for the duration of a project or personally assist the Miele Customer Service department of one of our other subsidiaries, we can offer you international experience and global development prospects.

THE INITIAL TRAINING PHASE WITHIN MIELE CUSTOMER SERVICE

YOU CAN RELY ON IT. WE MAKE YOU FIT.

Regardless of whether you begin in the Field Service department or within the Contact Center, or whether you join us as a Service Technician or as a Service Manager, you will still receive well-structured and thorough training with a wide variety of state-of-the-art training material.

PERSONAL ON-THE-JOB TRAINING FROM THE VERY BEGINNING

With a clear defined task and role expectation profile, you will have a clear understanding about what to expect in your job role and the requirements that Miele ask from you. This is defined very precisely in all job roles for each key area. In order to provide you with all the necessary tools to start your new responsibility within Miele Customer Service, you will be met with an initial training programme that has been specifically tailored to your task profile from the very first day.

If you join Miele as a Service Technician for example, you will undertake an extensive technical training programme where you will be taught the technical skills and knowledge specifically required to work on Miele domestic appliances. During this training programme, you will work side by side with experienced colleagues to ensure you are confident and competent within a practical and customer environment. You will also participate in seminars which will teach you important soft skills such as communication and customer handling.

WELL THOUGHT-OUT TRAINING COURSES FOR THE BEST RESULTS

Our initial training programme comprises of several modules that link with each other. This includes technical appliance courses, e-learning units for in-depth knowledge as well as on-the-job training. If you join Miele Customer Service at management level such as Head of Contact Center or Head of Field Service, you will also be invited to our Headquarters in Germany for initial training and to give you the chance to familiarise yourself with international Customer Service. There is one thing you can always count on: Miele will make you fit for your job!



DIGITAL LEARNING

During the initial training period, we provide you with special e-learning units. We show you how Miele appliances are developed, designed, constructed and tested. In other e-learning units, you get a glimpse of the German Miele plants in Arnsberg, Bielefeld, Bünde, Gütersloh and Oelde. During your entire career at Miele, you can always fall back on digital learning units to recap your basic understanding or refresh your knowledge.

"OUR CLAIM TO BE FOREVER
BETTER PRESUMES THE
BEST POSSIBLE QUALIFICATION
OF EMPLOYEES,
PARTICULARLY IN SERVICE."

Michael Ohligs, Director Technical Training
and Support, Miele & Cie. KG



JOB ROLE

WHAT ARE
YOUR TASKS?

DEFINITION OF A
ROLE PROFILE

KEY AREA

WHAT KNOWLEDGE
DO WE TEACH YOU?

DEFINITION OF THE
TRAINING CONTENT

COURSE

HOW AND WHAT DO
YOU LEARN?

SUMMARY OF TRAINING
MATERIAL INCLUDING
METHODS OF LEARNING

MIELE CAREER PATH WITHIN CUSTOMER SERVICE

THERE ARE MANY PATHS AVAILABLE TO YOU AT MIELE.

Miele Customer Service opens up a wide range of individual career and further development opportunities. We are more than happy to provide you with an idea of possible career progression at your interview. If you are successful in starting your career at Miele, performance reviews can give you the opportunity to find out about possible further development or future career progression. Depending on suitability and possibilities, your superior can show you potential paths available to you.

As a Service Technician, you could aim towards the path of a Field Service Manager or to a higher level, Head of Field Service. As a Field Service Manager, you coordinate the work of your service technician team. You and your team are responsible for observing and working towards service objectives by achieving the agreed key performance indicators. As Head of Field Service, you manage the entire area of Field Service within your country.

"IN 2006, I STARTED AS A SERVICE TECHNICIAN AND HAVE SINCE THEN CONSISTENTLY TAKEN ADVANTAGE OF MY CAREER OPPORTUNITIES."

Bart de Cock, Head of Field Service,
Miele Belgium/Luxembourg



INSTALLATION
TECHNICIAN

CAREER PATH MODEL
FOR FIELD SERVICE

WORKSHOP
TECHNICIAN

SERVICE
TECHNICIAN

START

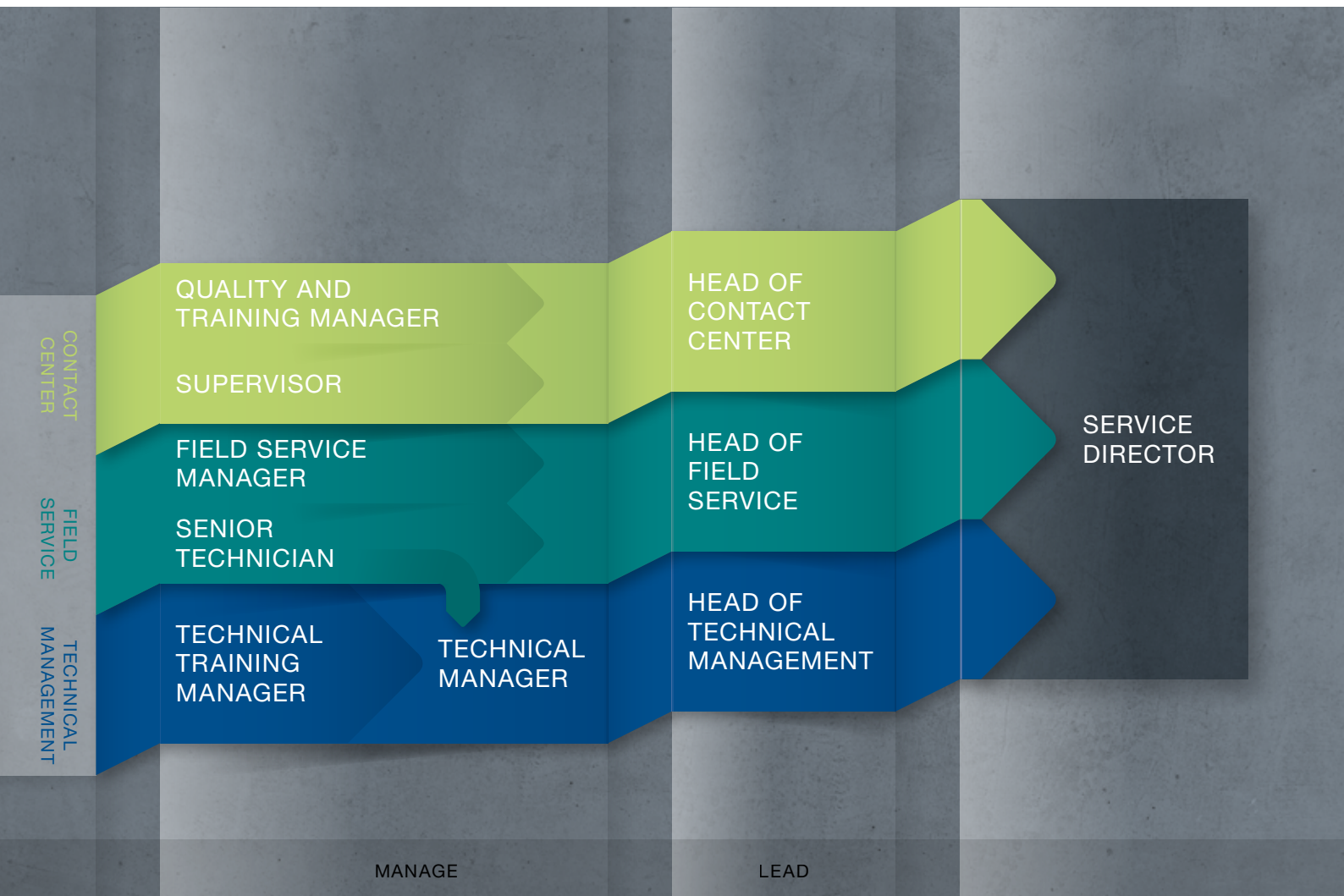
DEVELOP

As a Technical Manager, you are the technical expert within your subsidiary. You are responsible for all technical issues of Miele appliances. These responsibilities include legal specifications and regulations for appliances (especially in the case of new admissions in the local market) and providing the technicians with required tools and equipment. At larger subsidiaries, there is also the requirement of a Technical Training Manager. The Technical Training Manager is responsible

for managing the training center and providing basic and further training for field service employees.

YOUR PERSONAL CAREER PATH

Find out what path is best for you and where you see your personal interests and competencies. Speak with your superior. You will find competent support and many possibilities at Miele.



"I HAVE GROWN WITH MY RESPONSIBILITIES AND HAVE CONTINUOUSLY DEVELOPED FURTHER."

Inga Radler, Head of Contact Center,
Miele Germany



CONTACT
CENTER AGENT

CUSTOMER
SERVICE

CONTACT
CENTER

FIELD
SERVICE

START

MIELE CONTACT CENTER

IN DIRECT CONVERSATION WITH MIELE CONSUMERS.

If a Miele consumer has a problem with an appliance, the employees within the Contact Center are the first point of contact for these consumers. They answer technical queries relating to the operation/equipment of Miele appliances. This will include taking complaints or claims, giving advice and arranging appointments with a Service Technician. Agents in our Contact Center contribute considerably to the Miele brand in providing premium customer service and satisfaction. Their means of communication with consumers includes telephone calls, emails, letters or faxes and area dependant live chat.

Contact Center Agents are not only trained very thoroughly in product and technical aspects of Miele appliances, but they also receive training to understand the Miele standards according to our Consumer Experience Management. We train the Agents in the required skills that are necessary for professional consumer handling and ensuring that the consumer receives a positive and premium consumer experience.

Employees within Contact Centers have many opportunities for specialisation or further career progression. Expert Agents work on additional tasks such as processing complaints. Supervisors manage a team

CAREER PATH MODEL FOR CONTACT CENTER



of Agents or Expert Agents and are responsible for ensuring their team achieves the agreed key performance indicators.

Quality and Training Managers are responsible for all training aspects within the Contact Center including training the Agents and Expert Agents. They are also responsible for monitoring and ensuring quality of consumer contact. This not only means how many calls are answered but above all whether the consumers' issues have been successfully and satisfactorily resolved.

The Head of Contact Center manages the Contact Center and ensures that central specifications are observed, taking into account local requirements as best as possible. They are also responsible for all employees within the Contact Center and implementing the Consumer Experience Management Standards.

There are many possibilities open to you. Use them. We are at your side!

INTERNATIONAL WORK POSSIBILITIES

AT MIELE, THE WHOLE WORLD IS OPEN TO YOU.

46 subsidiaries. On all continents. The Miele world is becoming more and more international. What does this mean for our employees within Miele Customer Service? Great opportunities. What you want.

The prerequisite: Your personal willingness for an international orientation. That is more in demand than ever.

MIELE IS GROWING IN THE ENTIRE WORLD

Miele needs employees who are willing to share their knowledge and experience internationally and to be able to work together for global growth. This requires the work or deployment of employees throughout the whole Miele world. For this reason, career paths within Miele Customer Service are decisively linked to the question of international work. We want employees who are willing to work at a neighbouring or even

faraway subsidiary to support them for a period of time. We may also require service employees from the subsidiaries to work at the Headquarters in Germany. This may be to bridge locally occurring staff shortages, to support a national product launch or to help create/expand the Miele Customer Service area. In these cases, your deployment can be for several days or for even several years. Naturally such international assignments are always coordinated with you personally and your personal circumstances are taken into account.

There are also international projects where we will need specialist employees. This could mean increased travel activity for the duration of the project period or a temporary partial or complete release for a project.

THE MIELE WORLD IS COSMOPOLITAN

International work means clear opportunity for advancement and career development. Miele offers various opportunities for this. It is clear that employees of the future are globally networked, cosmopolitan, flexible and at home within international markets. Discover your opportunities within the international Miele world including your own personal development!



CHARTER OF DIVERSITY

With the signing of the Charter of Diversity in 2012, Miele sent a clear message both internally and externally informing all that our culture is characterised by mutual respect. Our managers in particular have the task of understanding and designing the opportunities that evolve from the diversity of our workforce. This includes supporting inter-cultural teamwork and promoting equal opportunities for both men and women.

"I AM CURIOUS AND OPEN TO NEW THINGS. FOR THIS REASON, I HAVE WORKED AT MIELE IN SOUTH AFRICA FOR FIVE YEARS AND IN CHINA FOR SIX MONTHS."

Thomas Fechter, Field Service Manager, Miele Germany



600 CONTACT CENTER AGENTS

46

2200 SERVICE TECHNICIANS

SUBSIDIARIES

1.6 MILLION SERVICE VISITS PER YEAR WORLDWIDE

3800 SERVICE EMPLOYEES

THE MIELE LEARNING MANAGEMENT SYSTEM

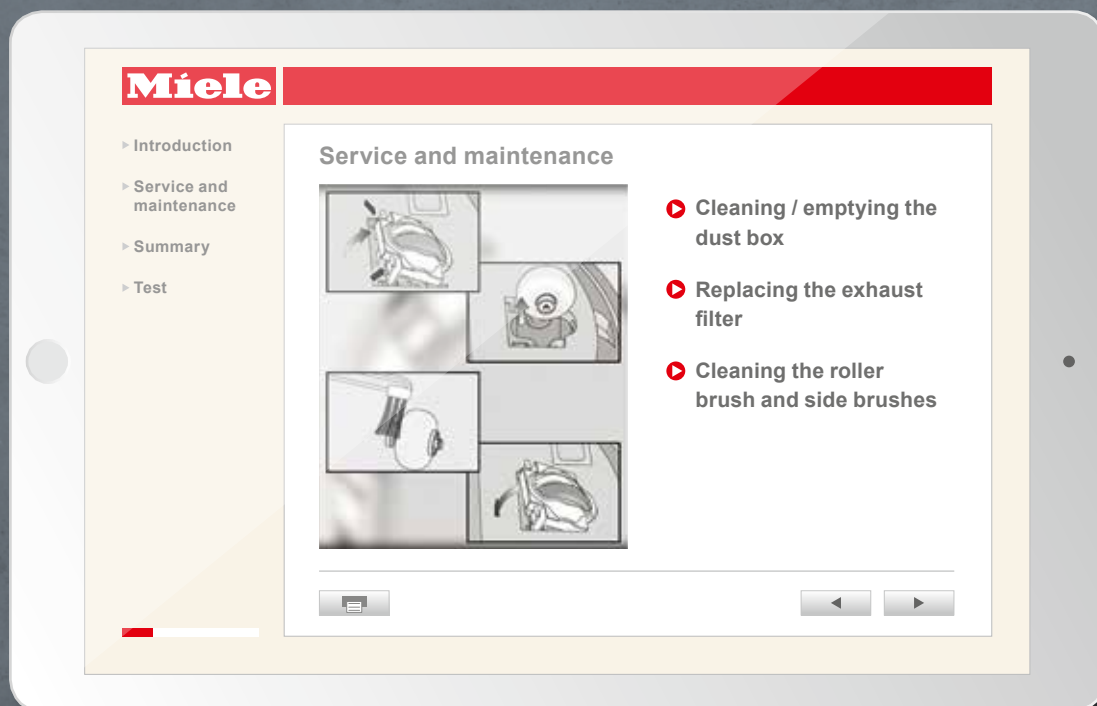
EXCELLENT LEARNING WITH STATE-OF-THE-ART METHODS.

Whether you are a beginning or an experienced and ambitious employee within Miele Customer Service, you will always be supported by excellent training opportunities throughout your career with Miele. We have developed standardised learning processes and training material for use in our international subsidiaries. Even the initial training programme is individually tailored to specific job roles. We continuously provide you with further training to supply you with all the relevant technical product updates. This process ensures you are always up to date with our products. Excellent further training programmes support your development within Miele and these programmes are

a combination of e-learning, attendance seminars and on-the-job training with experienced colleagues.

E-learning is generally the first method where you will learn the physical and technical basics of Miele appliances including information on installation and commissioning. E-learning has great advantages: you can learn quickly and flexibly regardless of the place and time by managing your own time where appropriate. With e-learning modules, you can prepare for attendance seminars where you will be able to concentrate on the practical training.

MIELE LEARNING MANAGEMENT SYSTEM



In attendance seminars you work directly on the appliance to acquire a detailed understanding of the features, equipment, installation, maintenance and repair of Miele products. You will also increase your knowledge and skillset of Miele service software and will be provided with information on the standardisation and legal issues, whilst being trained on application technology of the products, from active cooking to appliance validation.

We will also train you on soft skills at these attendance seminars and these will include communication training and specialised courses for correct behaviours on the

telephone. You will be introduced to the Miele Code of Conduct and we will familiarise you with the behaviours and communication guidelines of Miele. Further technical training on new appliance launches or for your own development round off our basic and further training programme.

Our Learning Management System (LMS) is the fundamental web-based platform that provides the basis for diverse training programmes. Within LMS, you have an individualised training database where you can enrol onto e-learning modules and where it records all of your training records.

"FURTHER TRAINING IS
EXTREMELY IMPORTANT. WE
WANT OUR EMPLOYEES TO
ARRIVE AT THE CUSTOMER'S
FULLY MOTIVATED AND WITH
A FREE, COOL HEAD."

Martin Melzer, Managing Director, Miele Austria



OUR EMPLOYEES IN CUSTOMER SERVICE

REPRESENTATIVES AND AMBASSADORS OF THE MIELE BRAND.

To a great extent, the way consumers experience the Miele brand is largely influenced by the way we interact with our consumers and how we present ourselves and the brand. The way we come across to our consumers is also largely influenced by our behaviours and by the way in which we communicate. We have identified three factors in behaviours of Miele ambassadors that have a great impact on consumer experience: Politeness and Courteousness, Positive Attitude and Professionalism.

We want to surprise our consumers with courteous gestures of which they do not expect and by being extremely helpful in the most pro-active of ways. Our

Service Technicians ensure they adhere to scheduled appointments, display confidence by demonstrating that they are able to resolve any problem. We are experts in what we do and we always keep our promises.

It is also important to us, that Miele Customer Service has the same appearance worldwide and is visually recognised as representatives of the brand. Our Service Technicians travel with well-equipped service vehicles and professional tool cases. With our first class Miele uniform they are always identified as professional representatives of the premium brand that we are.

MIELE CODE OF CONDUCT

POSITIVE ATTITUDE

POLITENESS /
COURTEOUSNESS

PROFESSIONALISM

MIELE
BEHAVIOUR

MIELE EXCELLENCE IN CUSTOMER SERVICE

We are proud of the fact that Miele Customer Service has been repeatedly honoured for their excellence over the years. We regard this as a strong mark of confidence from our consumers in conjunction with a sign of appreciation for our entire Customer Service team.

The German comparative study "Kundenmonitor 2015" named Miele Customer Service as the best in the sector for the 19th time! In a telephone survey, over 76% of the respondents indicated that they were

"completely satisfied" or "very satisfied" with the Miele Customer Service performance.

Miele Customer Service has also received several international awards in the past few years including: "KVA Service Award" in 2016 – for the 15th time, presented by the Austrian Customer Service Association. The "Total Excellence & Quality Award" presented by Domestic & General in Great Britain.

As an employee of Miele you are a representative of the Miele brand. Do you want to be part of the world of Miele? Welcome to our company!

WE HAVE IDENTIFIED
THREE FACTORS THAT
HAVE A GREAT IMPACT ON
CONSUMER EXPERIENCE
OF MIELE.



PROVERBIAL MIELE QUALITY

We are the only manufacturer in the sector that tests its products such as our washing machines, tumble dryers, dishwashers and ovens for 20 years of service life. Nevertheless, if malfunctions occur during this long life time that require a service call, Miele products are extremely service-friendly! This means that the effort needed to repair or replace is extremely minor. Looking at the "first time fix rate" – these are service cases that are completed after the first visit – our Service Technicians are above the industry average.