

Customer Relations Management in Hera Group

Solid infrastructures for a long-term sustainable strategy

Photo by Silvia Camporesi: construction phase of the biomethane plant of Sant'Agata Bolognese

Omnichannel customer support and feedback

Hera has developed an integrated service model with multiple access points and channel choices according to customer needs:

Digital service: My Hera App and online customer area support day-to-day interactions, digital requests, bills, consumption monitoring and service management.



Forms and direct email: Online forms, suggestions and complaints pages, and direct e-mail contacts allow customers to submit requests and give feedback in writing.

e-mail utenti domestici: clienti.famiglie@gruppohera.it
fax utenti domestici: 0542/368165

e-mail utenti non domestici: clienti.business@gruppohera.it
fax utenti non domestici: 0542-843189

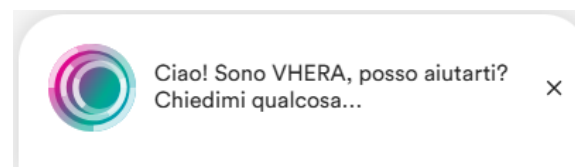
Dedicated phone lines: Customer service numbers are available for families and business customers, with dedicated support hours and separate contacts for market segments.

Famiglie	Servizio a Tutela Graduali domestico	Business	Salvaguardia
800.999.500	800.554.000	800.999.700	800.999.790
Orario attività servizio : Lun-ven. 8:00 - 22:00 sabato 8:00 - 18:00	Orario attività servizio : Lun-ven. 8:00 - 22:00 sabato 8:00 - 18:00	Orario attività servizio : Lun-ven. 8:00 - 22:00 sabato 8:00 - 18:00	Orario attività servizio : Lun-ven. 8:00 - 22:00 sabato 8:00 - 18:00
clienti.famiglie@gruppohera.it	clienti.famiglie@gruppohera.it	clienti.business@gruppohera.it	clienti.business@gruppohera.it
*Telefonata gratuita da telefono fisso e cellulare Se sei affrettato puoi contattare il numero: 051-19933495	*Telefonata gratuita da telefono fisso e cellulare Se sei affrettato puoi contattare il numero: 051-19933495	*Telefonata gratuita da telefono fisso e cellulare Se sei affrettato puoi contattare il numero: 051-19933495	*Telefonata gratuita da telefono fisso e cellulare Se sei affrettato puoi contattare il numero: 051-19933495

In-person support: Local customer service desks provide face-to-face assistance, helping users who prefer or need personal support for complex requests.

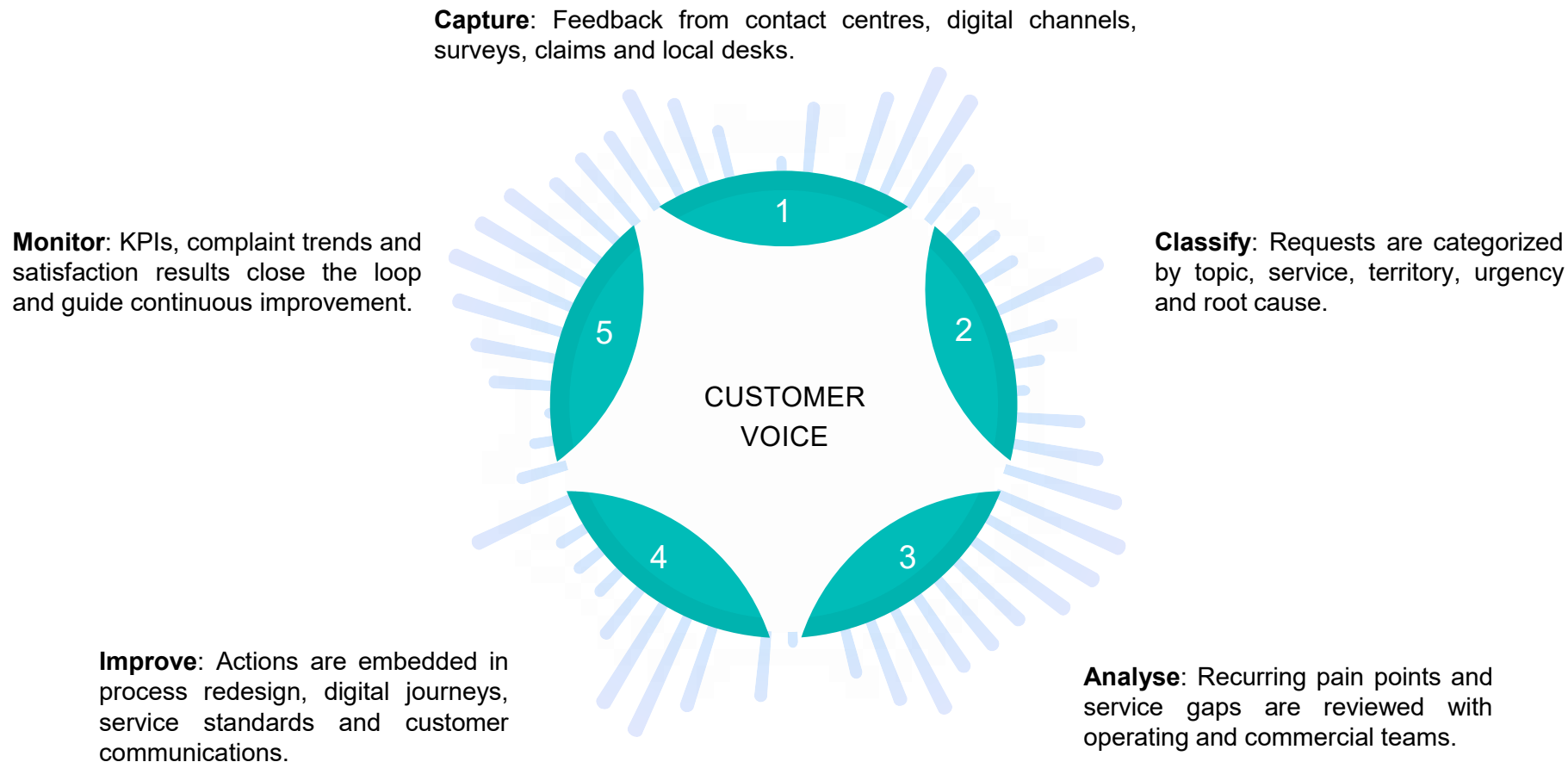


AI based chatbot: VHERA is the generative AI-based chat that answers questions and provides information about company channels.



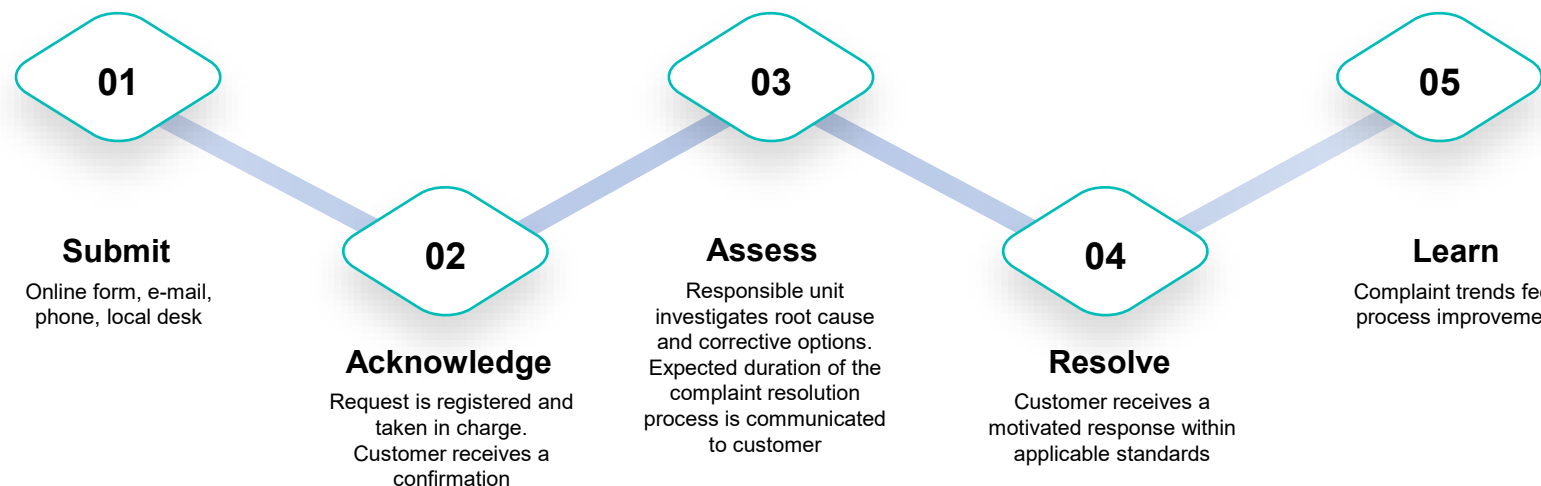
Customer feedback feeds service development

Customer inputs are transformed into improvement actions through a structured voice-of-customer loop:



Complaint handling, resolution and inclusion

Hera combines formal complaint channels with customer-care processes and accessibility mechanisms for vulnerable users:



Accessibility for elderly or disabled customers:

- In-person desks and phone support complement digital channels
- Channel choice helps customers with low digital confidence
- Assisted interactions support complex or sensitive requests
- accessibility of the customer web portal, in compliance with Italian Law n. 4/2004 and the requirements set out in Annex A to the UNI CEI EN 301549 standard
- Customer service offices equipped with compliant ramps and free of architectural barriers,
- Waiting area with compliant seating

Transparency on timelines:

- Complaints are tracked and answered through formal channels
- Transparent deadlines, 40 days, in line with ARERA quality rules

External verification:

- The complaint handling process is managed within the Group's ISO 9001-certified Quality Management System, independently verified by an accredited third-party certification body through regular surveillance and recertification audits. ISO 9001 establishes requirements for a customer-focused approach and continuous improvement, ensuring that customer feedback, complaints and suggestions are systematically collected, assessed and addressed through defined responsibilities, documented procedures and corrective actions. The certification process includes periodic reviews of complaint management activities, monitoring of response times, root-cause analysis and the implementation of improvement measures aimed at enhancing customer satisfaction and service quality. This independent verification provides assurance that complaint handling processes are effectively managed, consistently applied and aligned with internationally recognised quality management principles.