



## *Service Values*

### **We are proud**

to be  
LINKgroup



*We* are firmly dedicated to creating clients who remain satisfied for life. We always keep this in mind when we set out to develop new products and services, or innovate the existing ones; when we greet new clients, or work with the current ones.

*We* always act in accordance with our belief that cooperation with LINKgroup does not end with graduation or completing an education program. We provide our clients with the possibility of lifelong learning, lasting partnership and sharing of common values, which is the foundation of our community. As LINK employees, we are active participants in this community.

*We* always react to our clients' expressed needs, and strive to anticipate their unexpressed needs as well, because we have been entrusted with taking care of their individual needs and helping them get the best experience. We end every communication with clients and employees with a question: **"Is there anything else I can help you with today?"**.

- *In accordance with the group's values and stances, we do everything that is objectively within our power to keep the existing clients. We all share the responsibility to provide an immediate response to our clients' needs.*
- *To provide the best experience to our clients, it is our obligation to recognize and understand the individual preferences of each client and to present them to other colleagues involved in the service processes.*
- *If a client complains about the quality of our service or any element of our service process, it is our task to record the problem and take action in order to resolve the problem, in accordance with our procedures, and to the client's satisfaction. We spare no resources in solving a client's complaint or problem and we resolve the complaint by taking into account all objective solution possibilities.*

- *We are always smiling, because we are aware that we are in the spotlight. We understand the necessity of positive contact. We always use adjusted businesslike vocabulary and a kind tone of voice. We strive to use appropriate vocabulary in communication with clients and colleagues alike – we often use words and phrases such as “Good morning”, “Of course”, “I would be glad to”, and “It would be my pleasure”. When talking to clients, we never use expressions such as “OK”, “Sure”, “Ciao”, “See you”, or “No problem”, because we have too much respect for our colleagues and clients’ achievements to allow ourselves such liberty.*
- *We don’t let our colleagues and clients wait for us; when the phone rings, we answer on the first ring, the second at the latest, always in a good mood. We know that our clients, just like our colleagues, have other things to do, and we respect their available time. And the smile is there to show them how much we appreciate them.*
- *We always talk to a client as to an esteemed person, using their name whenever possible, because they are important to us, and the name is personal and its use shows appreciation. If it is necessary, we ask: “Could we please put you on hold?”, but we avoid call redirection whenever possible.*
- *We genuinely try to understand all problems our clients face and we offer them optimum solutions within the shortest possible time*

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*We* learn a lot, every day, and we accumulate that knowledge. Time did not start the moment when we were born. We have 25 years of learning about the best educational practices and experiences behind us. We share our insights and our knowledge with our colleagues and our clients so that each of them can grow with us.

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*We* continually strive to create unique, unforgettable, and personal experiences for our clients, aware of the fact that such experiences are the very reason they chose us.

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*We* transfer the values of our partnership with our clients to their families, seeing everyone our clients care about as our partners.

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*We* understand our role in the realization of the key factors of success and we accept responsibility when it comes to the preservation of LINKgroup’s identity.

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*We* always look for opportunities to innovate and advance the processes at LINKgroup and the services LINKgroup provides, never settling for the status quo.

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*We* create a work environment characterized by teamwork and collegiality, so that all our employees can be satisfied and ready to meet the clients’ needs with a smile.

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*As* professionals in the realm of services, we treat our clients and colleagues with due respect and appreciation.

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*As* LINKgroup employees, we have the possibility to keep learning and advancing ourselves all the time, connecting individual career management needs with organizational goals.

*We* are involved in the planning of activities we participate in, and we understand how these activities bring benefits to ourselves, our employees, our clients, and the development of LINKgroup.

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*We* are proud of our professional appearance, expression, and behavior. As employees, we mind our appearance and maintain an impeccable level of tidiness and cleanliness. We respect LINKgroup's dress code and its rules of professional appearance, aware that, through our own appearance, we represent the entire group.

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*We* are responsible for creating a work environment characterized by impeccable tidiness, precision, safety, and dedication.

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*We* protect the privacy and security of our clients and colleagues, as well as confidential data and company property.

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*Our* mission "We help people to become more successful" is what guides our company, and we understand it and apply it every day, for every client, caring about their individual development needs.

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*Company's* goals are passed on to us, and we understand them and contribute to their realization, handling the tasks entrusted to us independently, efficiently, and effectively, and asking for assistance when needed.

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*Together*, we participate in the control and monitoring of processes and activities within our education services, pointing out perceived problems so that they can be resolved, and the quality of LINKgroup's services increased, along with our clients' satisfaction.

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*As* LINK employees, we are proactive. For instance, if a client has a problem or a special request, we postpone our current tasks and deal with the situation, respecting the trust that was bestowed upon us.

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*We* are ambassadors of LINKgroup outside our workplace, too. We always speak positively about our company. We direct any criticism to the colleague in charge. We never discuss company problems in front of the clients – we solve problems so that they do not reach the clients, and so that the clients can enjoy our services free from care.

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*As* good hosts, we always personally walk the client to the desired destination within our premises.

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*As* LINK employees, we always put safety first. All employees are responsible for creating a safe and secure work environment for all clients and colleagues. We follow all procedures in case of danger or fire, and always report any safety risks as soon as we perceive them.

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*We* understand that the preservation of LINKgroup's property, as well as the preservation

of energy and the environment, are each employee's responsibility, and we act accordingly.

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*We* believe that the development of one's own potential and the care of one's own physical, mental and social health is a top concern of each LINKgroup employee. Only a person who takes care of their own existence can be aware of the needs of others and able to provide an adequate response.

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*We* are ethical and responsible, always, in all circumstances. In the way we act towards our families, society, employees, clients... We share the values of LINKgroup and respect the fact that the group we are a part of never makes compromises when it comes to the rights, the quality of experiences, and the safety of our employees and our clients.

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*We* are legally, economically, environmentally, and socially responsible, humane, and socially engaged. We understand the responsibility of each citizen. We respect the laws, protect the planet, and protect people, too. We have signed our social contract and we act accordingly every day.

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*We* always think of prevention. In caring for our health; when taking risks; when considering our clients' needs. We think ahead and develop different possible scenarios in order to preserve what matters to us.

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*We* give our clients a promise that we will care about their needs, and we believe in them because a promise given, caring, and faith are the most valuable things one person can give to another, in a business context and elsewhere alike. LINKgroup has been built on these values and we are here to share the values of the group with our clients.

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*We* regularly reassess our role and our contribution to the education system, our industry, our society, and our community. We believe that the world and all its processes are developing much faster than in our parents' time. We keep up with the changes through learning new things and through professional networking. We are aware that we have to be up-to-date in our professions in order to make a real contribution to the business and social system, and adequately respond to our clients' needs.

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*We* know that LINKgroup recognizes our potential and sees our effort to be better tomorrow than we are today, and that it values our willingness to give and create more for our clients and for the entire community of which we are a part.

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*We* nourish our own, as well as our colleagues' and clients' satisfaction. We lead good, fulfilled lives, sharing our existence with our nearest and dearest. We understand that satisfaction in private life translates to work and vice versa.

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*We* come to LINKgroup and we leave it in good spirits and in a good mood, burning no bridges, respecting the time and the values we have shared and the clients we have met, looking forward to new challenges, and expecting that our paths will surely cross again in the future.

