

9.2. CUSTOMER SATISFACTION.

In addition to introducing measures that make it possible to identify violations of users' rights, the RC Celta Group has already introduced measures that ensure that the activities and processes are carried out properly (and, therefore, lead to satisfied customers and users).

As mentioned in other parts of this report, the Group has implemented different Quality systems under the UNE EN ISO 9001:2015 standard, certified by the AENOR certification entity and described in the following table:

ENTITY	CERTIFICATE SCOPE	AUDIT
FUNDACIÓN CELTA DE VIGO	Economic, administrative and financial management. The provision of administrative, accounting, tax, treasury, internal monitoring services and reports for the financial area on the different activities of the Celta de Vigo Foundation for both internal consumption by senior management and for external consumption by stakeholders and public and private bodies. The management of the Organisation's human resources.	May 2022
	Security management and management, conservation and maintenance of the sports facilities and head offices.	July 2022
REAL CLUB CELTA DE VIGO, S.A.D.	Security management and management, conservation and maintenance of the sports facilities and head offices.	July 2022
	Economic, administrative and financial management. The provision of administrative, accounting, tax, treasury, internal monitoring services and reports for the financial area on the different activities of Real Club Celta de Vigo for both internal consumption by senior management and for external consumption by stakeholders and public and private bodies. The management of the Organisation's human resources.	May 2022
	Security management and management, conservation and maintenance of the sports facilities and head offices.	July 2022

AFOUTEZA E CORAZÓN, S.L.U.	Economic, administrative and financial management. The provision of administrative, accounting, tax, treasury, internal monitoring services and reports for the different areas of business of Afouteza e Corazón, S.L.U. such as the operation of the commercial areas in catering and restaurants (whether its own or not) and the management of medical services through the clinic, and for external consumption by stakeholders and public and private bodies. The management of the Organisation's human resources.	May 2022
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In conjunction with the Group's Quality Systems, it uses specific tools to measure the degree of satisfaction of the main stakeholders, such as:

FAN SATISFACTION SURVEYS.

At the end of each season, an online channel is set up where fans can assess different aspects in relation to the services at the facilities.

On 5 May 2022, all those who attended the matches played in the Abanca Balaídos Stadium were sent a survey on their satisfaction with security and facilities. 1,545 users responded to the survey, which was an improvement on the number of responses in the 2020/2021 season, which was 500 users. The results were as follows:

- 1.- The majority of the replies were from fans with seats in Rio Alto.
- 2.- Regarding the attention and treatment received from personnel, the average score was 5.2 out of 7.
- 3.- Regarding how complaints were dealt with by personnel, the average score was 5.1 out of 7.
- 4.- As for accessibility to the Stadium, seating, toilets, etc. the average score was 3.4 out of 7. The Security and Facilities Department will be working on improving this aspect to the extent possible in the 22-23 season.
- 5.- The valuation of the Covid-19 protocol at the accesses was 4.5 out of 7 while the valuation of the protocol inside the Stadium was 4.7 out of 7.
- 6.- Cleanliness was given a score of 4.2 out of 7 while comfort and lighting obtained 3.7 out of 7.
- 7.- The aspect match-goers valued most highly was comfort and security, followed by cleanliness.
- 8.- The question with the highest score was in relation to the spectators' opinion of the condition of the playing surface, giving it an average of 6.1 out of 7.

SURVEYS TO MEASURE SERVICES.

In the 2020/2021 season due to the situation caused by COVID-19, and given that no one knew when the crowds would return to the stadiums, we were unable to hold the season ticket campaign “as usual”, meaning that it was not deemed necessary to have a survey to assess the service.

Fortunately, this situation changed in the 2021/2022 season, in which the total number of season ticket holders was 10,630, of which 7,347 had an email address to which the satisfaction survey was sent. The responses obtained were 2,105 (of which 2,103 were via email).

The information we have obtained from that survey is the following:

- 76% of those surveyed have a positive valuation (>5) of the information they receive from RC Celta.
- More than 60% want to receive information on the Club’s procedures and news on a weekly basis.
- 55% of those surveyed agree (>5) with the price of the season ticket.
- The most noteworthy benefit is being able to attend the matches throughout the season (>90%).
- 85% of those surveyed would like to have a discount on the price of the season ticket for the following season.
- 80% of season ticket holders would agree with the Club being able to sell their seat.
- 70% of season ticket holders prefer to be contacted via electronic means or by telephone.
- The areas of improvement indicated are the following, in order of importance: contact times, response time and information available on the website.
- 60% call for greater discounts.
- Over 50% of those surveyed said they would like to have a VIP experience and 44% would like to have a guided tour.

SURVEYS RELATED TO THE FOUNDATION’S ACTIVITIES.

In the 2021/2022 season the participants in the Summer Campus, the Christmas and Holy Week Clinics and in the Football Schools took part in surveys, giving highly positive feedback as can be seen below:

- **SUMMER CAMPUS:** In the Summer Campus, 59% of participants gave the quality of the same the highest score (7) and 63% gave top marks to the work of the monitors. Moreover, 63% would like to take part again next year.
- **CHRISTMAS CLINICS:** In the Christmas Clinics, 62% of participants gave the quality of the same the highest score (5) and 65% gave top marks to the work of the monitors. Moreover, 50% would like to take part again next year.

- **HOLY WEEK CLINICS:** In the Holy Week Clinics, 52% of participants gave the quality of the same and the work of the monitors the highest score (5). Moreover, 59% would like to take part again next year.
- **FOOTBALL SCHOOLS:** In the Football Schools, 66% of participants gave the quality of the same the highest score (4) and 88% gave top marks to the work of the monitors

SURVEYS ON THE FOUNDATION'S ACTIVITIES.

In the 2020/2021 season a survey was given to the participants in the 2021 Easter week Clinics, with very positive assessments.