



Customer Relations

Insight

TIM Group

September 2026



INDICE

1. Online Strategy and Customers	3
2. Customer Relationship Management	3
3. Measuring Customer Satisfaction	8



1. Online Strategy and Customers

	2021	2022	2023	2024	2025	Target FY 2025
% of total customers using online service/sales solutions	73	72	60	60	62	61
% of revenue generated online (e.g., through direct sales, advertising, etc.)	22	26	30	32	34.5	30

2. Customer Relationship Management

The TIM Group has a structured program for managing and continuously improving customer relationships, in line with its objective of pursuing the satisfaction of these stakeholders. This commitment is pursued through systematic listening and feedback-gathering initiatives aimed at ensuring the continuous improvement of the quality of the products and services provided.

2.1 Support and Feedback Channels

The Group provides customers with multiple channels through which to request support and submit feedback, such as an interactive Voice bot, an AI- and natural-language-based chatbot, replacing the traditional IVR, for smoother and more timely handling of requests. There are also the 'display channels', available on the My TIM/My TIM Business app and in the My TIM customer area with dedicated online form, which are supported by Angie, an artificial intelligence-based virtual assistant, with the option to escalate to human operators for more complex requests. For Enterprise customers, the TIM Group provides technical support and a dedicated phone line, accessible through a Toll-Free Number with PIN authentication, and a Telsy Security

Toll-Free Number, for specialist support on security services. In addition, through the Whistleblowing channel, reports can be sent by regular mail to TIM's Supervisory Body or that of the relevant Group company, at its registered office. Furthermore, TIM's extensive network of physical stores offers customers an in-person support channel, allowing them to receive assistance, submit complaints and requests, and interact directly with staff dedicated to sales and customer support.

2.2 Process for Integrating Customer Feedback into Product and Service Development

The TIM Group adopts structured methods of listening and dialogue with customers, either directly or through the organizations that represent them, in order to gather their views on the current and potential effects of company activities and incorporate them into decision-making and management processes, contributing to the continuous improvement of corporate strategies and the quality of the services offered.

Direct interaction with customers takes place through structured listening tools and specific company processes, aimed at gathering feedback from consumers and businesses. In 2025, the Group used, among others, the following tools:

- customer experience listening systems: an ongoing system for measuring customer perception across all stages of the Customer Journey, from acquisition to any eventual termination of the relationship, aimed at identifying opportunities for improvement. In 2025, more than 3,000,000 pieces of customer feedback were collected. The system incorporates market analysis on competitive positioning and evolving needs, segmentation activities, brand perception surveys, and dedicated surveys carried out at the launch of new products or services;
- engagement of Enterprise segment customers: TIM adopts a structured approach to direct interaction with customers in the Enterprise segment through digital factories dedicated to specific offering areas and technology solutions (Cloud, IoT, Cybersecurity, Digital Identity), which foster personalized, ongoing relationships;

The effectiveness of customer engagement methods is monitored over time through periodic surveys conducted by independent third parties on the main touchpoints and key processes. These surveys are based on certified metrics, such as the “Customer Satisfaction Index (CSI)” and the “Net Promoter Score (NPS)”, which measure, respectively, the perceived quality of services and customers' propensity to recommend the Group. In this context, the “Detractor” KPI is particularly significant, representing the percentage of customers who give a score between 0 and 6 to the question on the likelihood of recommending the Group's services (NPS). In 2025, the Detractor value stood at 15.74%, a significant improvement compared to 19.28% recorded in 2024, reflecting a strengthening of the Group's positive perception.

In addition, TIM works with consumer associations as part of a structured dialogue aimed at protecting customer rights, improving the quality of the services offered, and promoting transparent information. Over time, this dialogue has been strengthened through tools, listening opportunities, and collaboration initiatives, with the aim of providing increasingly effective responses to consumers and continuously improving our services and customer experience.

A concrete example of integrating feedback into decision-making processes is the involvement of consumer associations in defining strategies for expanding the offering in the energy sector, making it possible to incorporate stakeholder input into the development of the initiative before its implementation.

Customer feedback is systematically analyzed using generative AI tools, semantic engines, and text analysis techniques, and is incorporated into the Group's product and service development and improvement processes. The information gathered is used to identify customer needs and priority areas for improvement, supporting both the design of new products, services, and commercial initiatives, and the continuous improvement of existing offerings and the customer experience. Improvement actions may translate into the launch of new project initiatives or ongoing operational measures aimed at responding to customer feedback in the short and medium term.

Operational responsibility for customer engagement and satisfaction, as well as for integrating the related feedback, is assigned to the Group's main business lines, in particular the Chief Enterprise and Innovative Solutions Office Department and the

Chief Consumer, Small & Medium and Mobile Wholesale Market Office Department, with the support of the Data Analytics, Artificial Intelligence & Customer Insight function, within the Chief Strategy, Business Development & Wholesale Office Department.

2.3 Mechanisms for Improving Customer Service for Customers with Disabilities or Elderly Customers

In order to ensure fair and non-discriminatory access to its services and improve the support experience for elderly customers and customers with disabilities, TIM adopts specific mechanisms aimed at increasing the accessibility of telecommunications services and access channels, reducing economic, physical, and digital barriers. These initiatives make it possible to respond to customers' diverse needs through dedicated products, services, and conditions. In particular, the TIM Group provides:

- Financial concessions for customers with disabilities: TIM adopts specific measures to support customers with disabilities, with the aim of ensuring access to telecommunications services on fair terms suited to their different needs, in line with the applicable regulatory framework. These concessions are aimed at people with severe mobility limitations, people who are totally or partially blind, and people who are deaf. For fixed-line services, TIM provides a 50% reduction in the monthly fee for bundled offers that include voice and data; for blind and deaf customers, a full (100%) reduction of the ADSL component activated on a PSTN line, applied to the list price, is also available as an alternative. Regarding mobile network, TIM offers plans specifically designed to meet the needs of customers with disabilities and their family members.
- TIM phones are dedicated to accessibility: TIM offers devices designed according to accessibility principles to make it easier for elderly customers and customers with disabilities to use telecommunications services, improving the user experience and access to services through dedicated features such as large keys, visual call alerts, audio amplification, and sound feedback.

- TIMVISION Parla in LIS ("Sign Language"): an initiative aimed at improving the accessibility of audiovisual services for deaf children through content available in Italian Sign Language (LIS).
- TIMVISION Ascolta ("Listen"): an initiative aimed at improving the accessibility of audiovisual services for blind and visually impaired children through content with audio description.

2.4 Complaint Management and Resolution Process

The TIM Group has adopted a structured complaint management and resolution process, easily accessible to everyone, including the most vulnerable groups, through multiple cross-functional channels that ensure prompt handling and transparent management, with the adoption of appropriate corrective measures. Complaints can be submitted through customer service, AI-supported social media channels (Facebook, Instagram, X, and LinkedIn), dedicated portals (e.g., TuconTI for Enterprise customers or the Whistleblowing portal), e-mail, and in person at TIM stores. The procedures guarantee the customer confirmation of receipt of the complaint and ensure full transparency regarding expected handling times, progress status, and the outcome of the complaint resolution, while respecting the privacy of the person reporting the issue. Customers can also track the status of their report and exchange further communication with the relevant parties, including anonymously. The robustness and compliance of the complaint management process are subject to independent external verification as part of the Group's Quality Management System, certified in accordance with the international standard UNI EN ISO 9001:2015, which also covers complaint management processes and the continuous improvement of services.

For further information on the TIM Group's customer relationship management, please refer to the Sustainability Report, in the section "Customers and End Users".

3. Measuring Customer Satisfaction

	2022	2023	2024	2025
Satisfaction measurement, rankings, or similar metrics	16.55%	17.36%	19.28%	15.74%
Data coverage, % of customers	100	100	100	100

In 2025, the TIM Group updated its approach to monitoring customer experience, replacing the previous focus on the percentage of satisfied customers with the "Detractor" indicator, based on the Net Promoter Score (NPS). The objective is now to measure and reduce the share of customers who give a negative rating, as this metric makes it possible to more effectively identify areas of dissatisfaction and guide service quality improvement initiatives. The target set for 2025 is 18.58%.