

Our customers

Our LPG⁽⁷⁸⁾, Marketing⁽⁷⁹⁾ and Chemicals business units provide our customers with a wide range of products and services, which we market directly as well as via retailers and service stations.



Customer focus

We aim to meet our customers' expectations in all our activities, improve our communications with them, and ensure the quality and sustainability of our products.

Our communication channels with our customers include individual attention, a telephone help service, the company website (www.repsol.com), email, and a mobile telephone number.

We carried out projects and initiatives all over the world in 2010 aimed at strengthening our customer focus:

- In the **LPG** area, in Argentina, we set up a service to accept LPG orders via SMS text message. In Brazil we introduced the *Customer Connection Bulletin*, which we send out to our LPG customers every month. In Chile, we set up a new home-based service for cell phone top-ups, insurance, and account payment. In Spain, we instituted video operator customer care service on www.repsol.com. We provided our customer care service in various languages and introduced bilingual billing and communications. We introduced the SAP PM Customers project in Peru, which creates automatic preventive and corrective maintenance alerts to optimize maintenance work, allowing us to provide our customers with a speedier service.
- In **Chemicals**, we introduced an incentives system for our sales agents, aimed at improving our customer service. Similarly, we have put in place a resource-optimization project at our Dynasol plant in Santander (Spain), which reduces delivery periods, storage, and transportation costs, leading to a reduction in the final costs paid by our customers.
- In the **Marketing** area, we incorporated a 24-hour telephone service for disabled people in our service stations network, helping them to access the services on offer at any time of the day or night.

(78) The LPG area markets bottled, piped, and bulk liquid petroleum gases, primarily butane and propane.

(79) The Marketing area includes businesses such as service stations, aviation fuels, lubricants, and specialties and direct fuel sales.

MORE ACCESSIBLE SERVICE STATIONS

In 2010, we continued to work to improve the accessibility of our service stations. The number of accessible service stations in our network has grown from 81 to 291. The modifications we carried out to improve accessibility include designated, reserved parking places for the disabled and pregnant women; ramps to access stores; using rounded display shelf feet; highway assistance systems; and adapted toilets.

The Service Station Accessibility Book (*Libro de Accesibilidad en Estaciones de Servicio*) was unveiled in February in collaboration with the ONCE Foundation. This contains guidance to help disabled people access service stations more easily, and looks in detail at aspects that should be taken into consideration when building such facilities, to ensure that construction is done in line with accessibility criteria.

INNOVATIVE PRODUCTS

Our products have a number of innovative applications that provide a variety of benefits:

Use of LPG in outboard motors

New outboard motors can be converted to run on LPG. This provides advantages for users and the environment, since it improves engine performance and prevents marine pollution caused by spillages.

Energy savings in greenhouses

The introduction of refrigeration equipment running on LPG in hothouses results in better crop production and energy savings.

New products for the agricultural sector

- New packaging concept for transporting fruits and vegetables, lengthening the lifetime of foodstuffs.
- Biodegradable oil that effectively combats pests.

Asphalt road surfacing

New asphalt road surfacing can reduce the emission of NOx compounds. The laboratory phase of research has been completed, with industrial trials now being planned. It is estimated that this product could achieve a 40% reduction in these compounds in areas near to roads.

Information on all the products and services marketed by Repsol, our distribution networks, our customer relations channels in the various business areas, the progress made on the Reinventing LPG project, and other customer-focused projects we carried out in 2010 in each of our commercial areas can be found at customers.repsol.com

Our customers' experience

We perform surveys to assess customer satisfaction and identify areas for improvement where we still have work to do. Since our products and business areas are very diverse, a global index of all our customers' satisfaction would not present a meaningful picture. We measure satisfaction according to each service or product, although the methodology used has become standardized over time in each of the commercial areas.

Our customer satisfaction studies are carried out at least every two years, although there may be exceptions depending on the country and the business. These surveys are carried out by external companies. In Spain, Argentina, France, and Portugal, we use the Customer Satisfaction Index (CSI), a scale from one to five, with five being the highest mark possible. In Ecuador and Peru, a percentage scale is used, with

100 being the maximum satisfaction level. The indicator used to evaluate the satisfaction for our Chemicals customers is the percentage of orders delivered on time.

CSI FOR SERVICE STATION CUSTOMERS			
	2008	2009	2010
Spain ⁽⁸⁰⁾	NA ⁽⁸¹⁾	4.02	NA
Peru	71%	83%	76%
Portugal	NA	3.91	3.95

LPG CUSTOMERS CSI			
	2008	2009	2010
Spain			
Private customers bulk	4.03	NA	4.15
Companies bulk	4.11	NA	4.11
Piped	3.95	NA	3.95
Bottled	4.21	4.18	NA
Argentina			
Bulk	NA	4.3	4.4
Ecuador			
Bulk	NA	95.07%	94.43%
Bottled	NA	84%	88%
Portugal			
Piped ⁽⁸²⁾	NA	3.77	NA
Bottled ⁽⁸³⁾	NA	4.21	NA
Bulk ⁽⁸⁴⁾	NA	3.99	NA
Peru			
Bulk ⁽⁸⁵⁾	N.a.	N.a.	91%

OVERALL CHEMICALS SERVICE LEVEL			
	2008	2009	2010
Overall service level	92.7	89.5	86.9

The level of overall service measures the alignment between the customer's requested delivery date and the actual delivery date. The main reasons for the decline in service in 2010 were delays in transport to Europe in the last quarter of the year, and the lower number of days of available stock throughout the year.

Complaints we have received

All the complaints we receive from our customers are analyzed so that we can implement corrective actions.

The increase in the number of complaints received in Peru is partially due to the opening of new service stations, with 20 more than in

(80) The CSI for 2006 was 4.23. The CSI was not performed in 2007.

(81) Means the CSI was not performed that year.

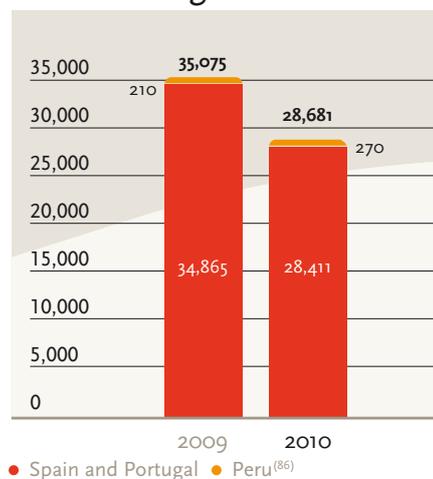
(82) The CSI in 2007 was 3.73.

(83) The CSI in 2007 was 4.21.

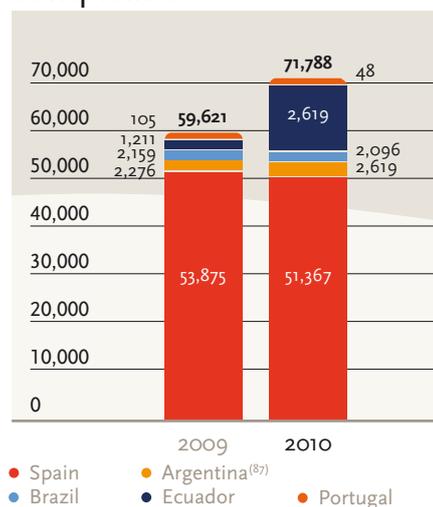
(84) The CSI in 2007 was 4.02.

(85) No data on customer satisfaction of the service provided in Peru is available before 2010.

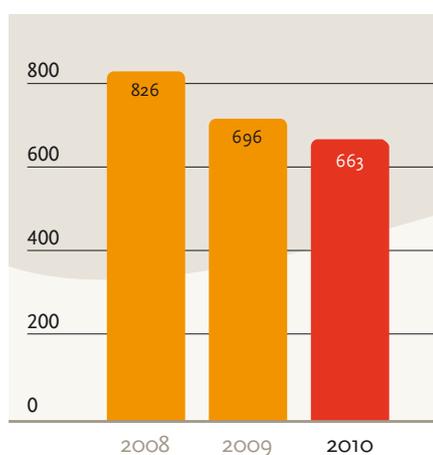
Number of complaints to Marketing



Number of LPG complaints



Number of complaints in Chemicals



(86) These figures only relate to service stations

(87) The figures on complaints in Argentina reported in the 2009 CR report relate to all the communications received, and not the total number of communications that were complaints.

2009, and information campaigns we launched to publicize our customer care service and its new website and email channels. The most frequent complaint related to poor service. For this reason, a training program has been put in place with the aim of improving customer service. Just one complaint was received by the service stations in relation to customer data protection.

No uniform system is used in all the countries to gauge complaints relating to the LPG area.

In Spain, two complaints were dealt with relating to the confidentiality of personal data: one in March, which was submitted by the Spanish Data Protection Agency, which was resolved in Repsol's favor, and another in December from a person receiving messages from Repsol on their cell phone, and who said they were not a customer.

The most common complaints in Argentina were due to delays in delivering orders and missing documentation.

The 2009 data for Ecuador relates to the second half of the year, while the 2010 data is for the whole year. In addition, the complaints-gathering system was improved in 2010, incorporating new communication channels, with complaints about sales agents now being recorded.

In **Chemicals**, no complaints relating to the confidentiality of personal data were dealt with in 2010.

Corrective measures

We took the following steps in 2010 in response to the complaints we received:

- Increased number of staff in the customer care service in various business areas in order to reduce the time taken to respond and attend to customers.
- Set up specific preventive maintenance programs in some commercial areas.
- Increased collaboration between the commercial, logistics departments, and customer care services in order to optimize and improve the frequency of routes and supplies.

EFFICIENT USE OF GAS BOILERS

The Danish Gas Center, Athens University, and the Repsol Materials Testing Laboratory joined forces on a project that aims to provide information about the use and performance of gas boilers for developers, installers, and the general public.

The collaboration has produced a database of European boilers, as well as a performance calculation program. This is available on the Internet in the language of each country, in order to help promote the use of products that increase energy efficiency.

The safety of our products

The Repsol Product Safety unit evaluates, monitors and issues information about the health and environmental risks of the products we market. We do this by analyzing the danger posed by the raw materials and end products. We also produce safety data sheets to communicate risks throughout the entire supply chain, as well as registration reports as required by the EU's Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) Regulation.

There were no non-compliance incidents relating to product health, safety, or labeling in 2010 resulting in any sanction, fine, or warning.

The information on product safety is provided by means of safety data sheets, which are available to both customers and employees.

Registration, Evaluation, Authorization and Restriction of Chemicals (REACH)

The European Union created its REACH Regulation to register, evaluate, and regulate the use of chemical substances. The European authorities analyze the dangers posed by these substances and act on this evaluation, restricting their use or prohibiting any substances that pose a high level of risk. Our companies collaborate by providing information on the chemical substances we manufacture and use. As of 23 November 2010, Repsol had made 168 REACH registrations covering 100% of the products required by these regulations.

Classification, labeling, and packaging of substances and mixtures

Another European regulation we worked on in 2010 was the CLP Regulation, which modifies the classification, labeling, and packaging system for dangerous chemical products. In response to this regulation, we have improved the IT application we use to manage safety data sheets, and have compiled all the necessary information to update the classification of all substances on time.

Responsible advertising

Repsol is a member of associations that promote voluntary mechanisms and codes to ensure the transparency and veracity of advertising communications.

One of these is the Association for the Self-Regulation of Commercial Communication (Autocontrol), under whose auspices we have signed a Self-Regulatory Code on Environmental Claims in Commercial Communications. This code, created alongside Spain's Ministry of the Environment, Rural and Marine Affairs, imposes an additional set of rules we must follow beyond compliance with the law in regard to advertising that mentions the environment.

We also signed the Ethical Code of Online Trust.

There were no complaints about any advertising produced by Repsol in 2010.

More information on the methodologies used to calculate customer satisfaction, our actions and initiatives to encourage responsible use, safety data sheets, and our approach to responsible advertising can be found at customers.repsol.com