



U. S. Steel

Core Principles of Consumer Protection

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Definition of Consumer Protection

- Consumer protection is the protection of buyers of goods and services against low quality or dangerous products and advertisements that deceive people.



European Consumer Law

- Protecting the economic interests of consumers
- Covers unfair commercial practices, misleading advertising and unfair contract terms
- Guarantees:
 - Fair treatment
 - Products which meet acceptable standards
 - Right of redress if something goes wrong
- Documents:
 - Charter of Fundamental Rights
 - Article 12 of the Treaty on the Functioning of the EU
 - Product Liability Directive 1985
 - Unfair Terms in Consumer Contracts Directive 1993
 - Unfair Commercial Practices Directive 2005
 - Consumer Rights Directive 2011



Ten Basic Principles of Consumer Protection in EU

- 1. Buy what you want and where you want
- 2. If it doesn't work, send it back
- 3. High safety standards for food and other consumer goods
- 4. Know what you are eating
- 5. Contracts should be fair to customers

Ten Basic Principles of Consumer Protection in EU

- 6. Consumers can change their mind
- 7. Making it easier to compare prices
- 8. Consumers should not be misled
- 9. Protection while you are on your holiday
- 10. Effective redress for cross-border disputes

Basic information about US Steel

- Biggest steel producer in SR
- Based in Košice
- Parent organization – United States Steel Corporation
- Since November 2000
- Products suitable for applications in the automotive, packaging, electrotechnical, consumer goods and building industries

Basic information about US Steel

- US Steel produces:
 - Hot Rolled Products
 - Cold Rolled Products
 - Electrical Products
 - Hot Dip Galvanized Products
 - Organic Coated Products
 - Tin-plated Products
 - Spiral Welded Pipes
 - Heating Radiators
- Employs over 12 000 people

Eco-Friendly Products

- Products in various sectors
- Metal
- Innovative steelmaking processes
- New products + new technologies = minimize the impact on the environment
- Saving energy and natural resources
- Reducing CO2 emissions etc.
- Resisten products against erosion and damage
- Recycling



Customer satisfaction

- 1. with USSK's products and services
- 2. Information analysis
- 3. development of improvement



Solving claims and complaints

- Immediate investigation
- Facts, requirements, conditions, standards
- Focus on root causes and failures
- Review of production parameters
- Analysis the quality related claim rate





Outstanding Technical Customer service

CUSTOMER SOLUTIONS

- Develop valued relationship and partnership with customers
- Cooperate closely with customers
- Develop customer tailored products
- Provide innovative solutions for improving performance characteristics and appearance of finished products
- Offer expert assistance and advice in sheet processing



Outstanding Technical Customer service



- proactive approach
- quick response to technical issues
- providing technical service/support “First aid for the customers”
- advice/promotion USS of the product portfolio
- providing consulting service for the customers

Outstanding Technical Customer service

- **Review of inquiries, analysis of the needs** and specific customer requirements in respect to USSK's production capabilities, product quality, packaging, etc.
- **Holding technical-service visits** at customer's in order to fully understand their quality-related requirements, as well as processes and practices used to make their products
- **Verification of customer's satisfaction** with USSK products and quality development in order to improve service and the general understanding of the needs and satisfaction of customers
- **Cooperation with customers** in the field of planning the production technology development, new products and strategy and management of new product development

Outstanding Technical Customer service

- **Obtaining feedback from** customers regarding deliveries and development of new products and solutions
- **Supporting and initiation of projects** for customer cost savings, recommending improvements of product properties, transportation, storing, packaging, etc.
- **Consulting in the field of application** of the products for specific processes and end uses
- **Development of customized technical specifications,** conditions and Quality agreements
- **Transferring** important information from customers to responsible departments



DESIGN & INSTRUMENTATION

- USS designs modern sophisticated technical solutions for enhancing reliability of production equipment,
- carries out the monitoring of production processes,
- controls and improves production processes and so contribute to product quality improvement.
- **Examples:**
- Development and structural improvements of machinery and equipment
- Development of application software for production process control models
- Equipment failure analyses
- Technical assistance and consultancy services in the areas of materials, mechanical engineering, measurement technology, and software

MATERIAL ANALYSES & TECHNICAL EXPERTISES

- chemical, physical and mechanical, structural, and electromagnetic properties of materials and our products are examined and analyzed using the most modern methods, procedures, and equipment
- ***Examples***
- Testing of strategic raw materials in order to optimize charge costs, quality of finished products and environmental impact
- Testing of ceramic and refractory materials
- Measuring thickness profiles of sheets
- Corrosion tests of manufactured products in various environments
- Compressibility test of materials
- Measuring of surface tension
- Measuring of heating capacity of radiatorsd stress
- Analyses of organic and inorganic materials using infrared spectroscopy
- Accredited analyses

Certificates

- National Award for Quality (2002, 2010)
- Via Bona Awards for Community Support (2002, 2003, 2009)
- Volkswagen Group Supplier Award (2009)
- Gypsy Spirit (2009, 2011)
- National Business Award for Environment for the year 2015 in Category Enterprise and Biodiversity (1st place)

Dear Class



thank you for your attention