

Customer Relations Management 2025/2026



1. Customer Relations Management

Cemig's physical and online presence across multiple platforms enables the company to reach more than 9 million customers. Recognizing that effective customer relations management is essential, Cemig continuously works to better understand and meet customer needs, enhancing their overall experience with the company.

1.1 Customer Relations Management

Cemig has a structured program in place to manage and continuously improve customer relations, supported by dedicated governance, service channels, monitoring systems, and improvement initiatives.

Customer relations are centrally managed through a dedicated structure. Up to May 2026, the structure included a specialized superintendence and technical teams responsible for contract management, customer engagement, and identification of business opportunities (RAS, p. 57). From June on, as part of a structural change, customer relevance has been strengthened as the Customer Relations Superintendency, previously linked to the Distribution Business Vice Presidency, was elevated to **a dedicated board-level department called Customer Experience**, focused exclusively on delivering more effective and high-quality customer management.

The company has also implemented the **"Customer Culture Project"**, aimed at transforming the relationship with customers through structured diagnostics, leadership engagement, and continuous improvement initiatives (RAS - p. 57).

Cemig operates a **robust omnichannel service model**, providing multiple customer interaction channels such as call centers, digital platforms (website, mobile app, WhatsApp), social media, and physical service points, ensuring accessibility, responsiveness, and service continuity (RAS - pp. 60–61). These channels are integrated, allowing seamless interaction and monitoring of customer demands.

The company also maintains **formal complaint management and escalation processes** under the ANEEL "Customer Understanding Path," which includes first-level service channels, second-level ombudsman review, and third-level regulatory escalation (RAS - p. 62). The Ombudsman plays a strategic role in conflict resolution, supported by dashboards that track complaints, resolution rates, and service performance (RAS - p. 62).

Cemig continuously monitors service quality and customer experience through **performance indicators and regulatory metrics**, such as DEC and FEC, ensuring compliance with regulatory standards and driving operational improvements (RAS - p. 63). In addition, customer satisfaction is measured through recognized external indices, including ISQP (Abradee) and IASC (ANEEL), with action plans implemented to address improvement opportunities (RAS - p. 66).

Furthermore, the company leverages **data-driven monitoring systems and control panels** to track customer interactions, service requests, and satisfaction levels, enabling continuous improvement of processes and customer experience (RAS - p. 62).

In a nutshell, Cemig's customer relationship management program contains the following elements:

a. Channels that customers can use to request support and give feedback:

1. AI-based chatbot

An AI-based chatbot is embedded in the architecture and flow of customer service channels, including IVR and WhatsApp, enhancing efficiency and customer interaction.

What is Cemigbot?

Cemigbot is a virtual assistant developed by Cemig to support customers with a wide range of services and information in a fast and convenient way. Through Cemigbot, customers can handle several electricity-related issues without leaving their homes.

How to access Cemigbot

Accessing Cemigbot is simple and quick:

- **Access the Cemig Website or Whatsapp number:** Go to the official website or Whatsapp.
- **Locate Cemigbot:** Find the Cemigbot icon on the homepage, usually represented by a chat bubble.
- **Start the Conversation:** Click the icon to open the chat window and begin interacting with Cemigbot.

Main features of Cemigbot

Cemigbot offers several useful functionalities:

- **Bill Inquiry:** Check the amount and due date of the electricity bill.
- **Second Copy of Bill:** Issue a duplicate copy of your bill.
- **Consumption History:** Track the electricity consumption history.
- **Technical Support:** Report technical issues and receive guidance.
- **Tariff Information:** Better understand the tariffs applied to the bill.

Advantages of Cemigbot

- **Convenience:** Resolve issues without leaving home.
- **Speed:** Get answers and services within minutes.
- **Accessibility:** Available 24/7.
- **Efficiency:** Effectively handle technical and administrative matters.

Tips for using Cemigbot effectively

- **Be clear and objective:** The clearer the request, the faster the service.
- **Explore features:** Ask about all available services.
- **Keep your information handy:** Have your customer/account number ready to speed up the process.

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2. Online form submission and direct email contact

Cemig provides customer service via structured **online forms available** on its Virtual Agency. Customers can submit requests, complaints, and inquiries digitally, which are processed and responded to through the electronic channel.

One example of service is the **Change of Ownership** (Alteração de Titularidade) service, that is available through Cemig's online platform ([Cemig Atende Web](#)), where customers fill out a digital form and upload the required documentation. The process includes acceptance of the service terms and completion of customer and installation data. This structured digital process ensures transparency, convenience, and efficiency, enabling customers to complete requests remotely without the need for in-person interaction.

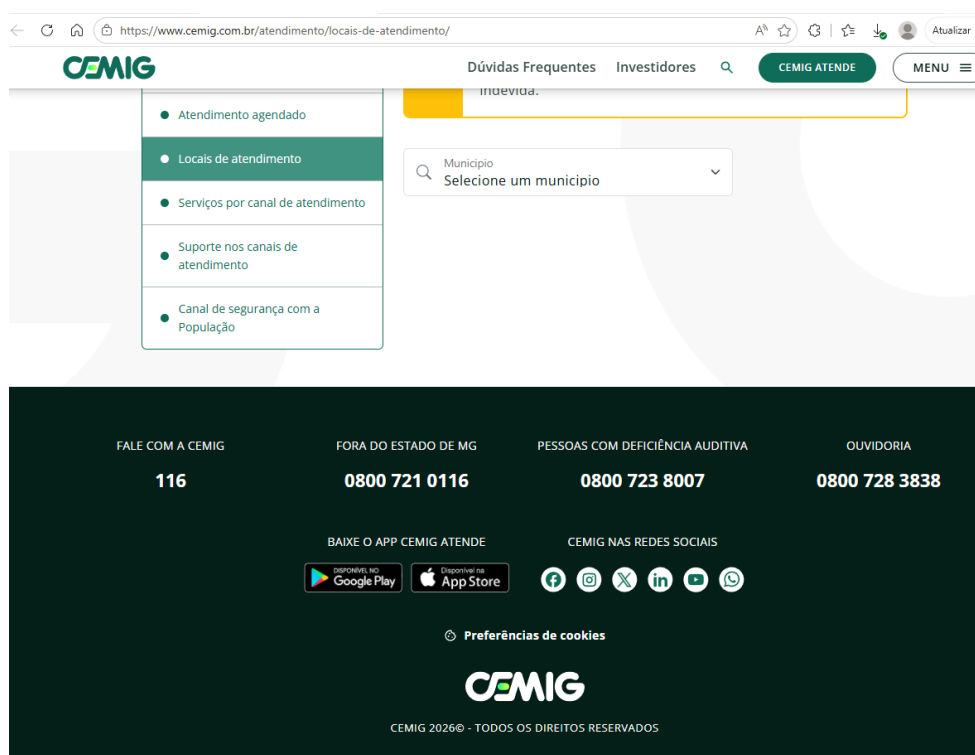
Large customers can also **contact Cemig directly through email**. They can engage with the company through both digital channels and dedicated relationship client managers, who oversee retail and key account portfolios across the entire concession area. To ensure a differentiated approach, Cemig has specialized management structures focused on large industrial and high energy-demand clients, providing tailored services and fostering long-term relationships.

3. Dedicated phone line

Cemig also provides **dedicated phone lines for different customer segments**, including a primary customer service line (116), toll-free numbers for customers outside Minas Gerais, specialized support for hearing-impaired customers, and an Ombudsman channel, ensuring accessible and efficient communication across its customer base.

- **Customer Service (Minas Gerais):** 116
- **Outside Minas Gerais State:** 0800 721 0116
- **Hearing-Impaired Customers:** 0800 723 8007
- **Ombudsman:** 0800 728 3838

Those phone lines are available on Cemig's website:



4. In person

Cemig provides **free in-person customer service** through a network of service centers distributed across the entire state of Minas Gerais. At these locations, customers can request services such as bill reissuance, supply-related information, and technical support. The customer can choose, from the website, the closest center:

https://www.cemig.com.br/atendimento/locais-de-atendimento/ Atualizar

Recursos de acessibilidade Libras Aumentar contraste Canal de denúncias PT EN

MIG Dúvidas Frequentes Investidores CEMIG ATENDE MENU

Atendimento > **Locais de atendimento**

Atendimento

- Canais de Atendimento
 - Canais para Imobiliárias
 - Canais para Média Tensão/Alta Tensão
 - Informações Cemig Atende Web - Canal PCFA
 - Canais para Profissionais
 - Canais para Reclamações
- Atendimento agendado
- **Locais de atendimento**
- Serviços por canal de atendimento

Locais de atendimento

A Cemig conta com uma rede de atendimento presencial distribuída por todo o estado de Minas Gerais.

Nesses locais, você pode solicitar serviços como segunda via de conta, informações sobre fornecimento, atendimento técnico e atualização de dados cadastrais.

Use a nossa ferramenta de busca para encontrar o posto mais próximo, basta informar o nome da sua cidade e visualizar as unidades disponíveis.

! O atendimento Cemig oferecido nesses locais é **gratuito**. Qualquer cobrança feita em nossos postos de atendimento é indevida.

Município

Selecione um município v



b. Process to incorporate customer feedback into product and service development

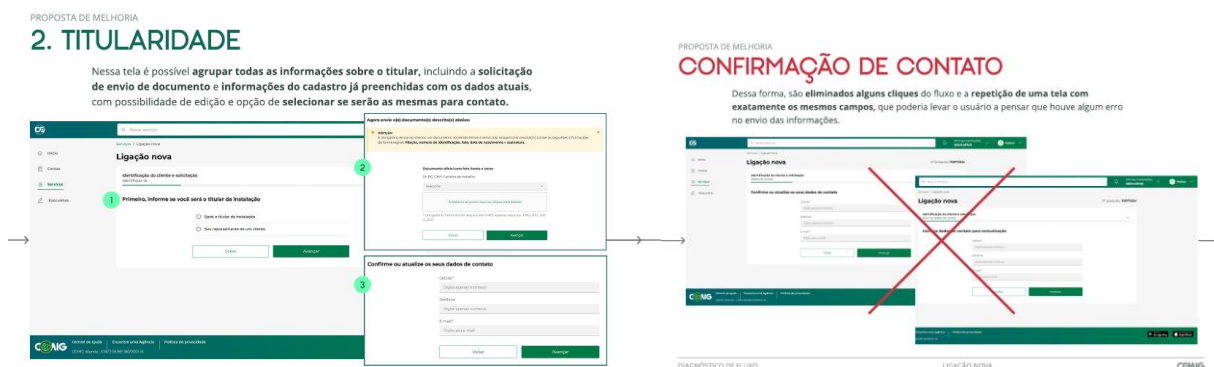
One of the ways Cemig incorporates customer feedback into service development and continuously improves its digital platforms is through structured user experience (UX) assessments. A recent initiative involved the review of the New Connection Request process, done by consumers on the Cemig Atende Web platform. This process had previously received low evaluations and was the subject of multiple customer complaints by phone, highlighting usability issues and inefficiencies in the user journey.

First, Cemig conducted a detailed diagnostic from the customer perspective, evaluating clarity, usability, and efficiency. The analysis identified key pain points such as excessive steps (over 30 interactions), use of technical language, lack of upfront information on required documents, limited progress visibility, and absence of a "save and continue later" feature.

Then, based on all the insights of the diagnosis, Cemig implemented targeted improvements, including:

- Simplification of language and inclusion of guidance (tooltips, examples)
- Reduction and consolidation of process steps
- Clear communication of required documentation at the beginning of the journey
- Improved progress indicators and transparency throughout the process
- Introduction of features to save progress and resume later
- Enhanced error handling with clear instructions and correction paths

The example below shows one of the implemented solutions: consolidating customer information into a single step and eliminating redundant screens. Now, account holder data, document submission, and contact details are grouped and pre-filled, reducing the need for repeated inputs. Additionally, duplicate contact confirmation steps were removed, minimizing unnecessary clicks, simplifying the user's journey, and reducing potential confusion caused by repeated fields.



Translation of the **IMPROVEMENT PROPOSAL** slide

2. ACCOUNT HOLDER

On this screen, it is possible to group all information about the account holder, including the request for document submission and registration data, which are pre-filled with the current information, with the option to edit them and choose whether they should also be used as contact details.

CONTACT CONFIRMATION

In this way, some clicks in the process flow are eliminated, as well as the repetition of a screen with exactly the same fields, which could lead users to believe that an error occurred when submitting the information.

c. Customer service improvement mechanisms for disabled or elderly customers

Cemig offers customer service mechanisms tailored to disabled and elderly customers, ensuring accessibility, inclusive communication, and dedicated support across its service channels

Physical service agencies are equipped with wheelchair-accessible ramps, tactile paving, and self-service kiosks with accessible buttons. On the digital channels, a range of accessibility features are available to enhance usability and ensure a more comfortable browsing experience for different user profiles. These features include options to increase and decrease text size, navigate without a mouse using keyboard tabbing, adjust page contrast, and access content in sign language. Each of these functionalities is designed to provide an accessible digital experience, in compliance with the [accessibility standards adopted by Cemig](#).

Adjusting text size

To facilitate reading on the Cemig portal, users can adjust text size according to their preference. This feature can be used in any browser, such as Google Chrome or Mozilla Firefox.

Simply use the browser's zoom commands: press **"Ctrl" and "+"** simultaneously to increase font size, or **"Ctrl" and "-"** to reduce it. To return to the default size, press **"Ctrl" and "0"**.

These shortcuts allow each customer to personalize the display, making the experience more comfortable and accessible.

Mouse-free navigation: tabbing

The Cemig portal allows full navigation without the use of a mouse, ensuring greater autonomy and accessibility. Users can navigate using the keyboard, interacting with menus, links, buttons, and forms.

Press the **"Tab"** key to move forward between interactive elements. To go back, press **"Shift + Tab"**. This allows users to navigate through all portal features sequentially without clicking.

Additionally, users can navigate text content using the arrow keys.

For faster scrolling, use the **"Page Up"** and **"Page Down"** keys. The **"Home"** and **"End"** keys allow users to jump directly to the beginning or end of the page.

These features make navigation more practical, inclusive, and secure, ensuring access for all customers.

Adjusting contrast

The Cemig portal offers the option to adjust screen contrast. This feature is especially useful for people with color blindness, low vision, or other visual impairments, as it enhances readability and highlights information.

To activate it, click the shortcut located in the upper-right corner of the page, identified by a circle icon split into two halves. Once selected, the site's color scheme is automatically adjusted to improve clarity and visibility.

Viewing content in sign language

The Cemig portal includes a feature that automatically translates content into **Brazilian Sign Language (Libras)**, ensuring accessibility.

To use it, click the side icon identified by two hands. This will open a window with a digital avatar that interprets the content in Libras. Then, click on the text you want to translate: the avatar will immediately provide the corresponding interpretation, making navigation clearer and more inclusive.

This feature ensures that customers who use Libras as their primary means of communication can access all information and services available on the portal, reinforcing Cemig's commitment to inclusion and digital accessibility.

d. Complaint handling and resolution process, including:

Cemig has established a structured complaint handling and resolution process to ensure that customer concerns are effectively registered, tracked, and addressed in a timely manner.

1. Confirmation to the customer that the complaint has been received

When a customer contacts Cemig to submit a complaint, they receive a protocol number, which serves as confirmation that the request has been registered by the company. Using this number, the customer can track the status and progress of their request. This procedure applies to all complaints registered with the company.



This screenshot below is from an internal guideline that establishes the requirement for providing a protocol number.

Caso necessite de informação complementar, verificar se existe documento específico sobre o assunto em Instruções de Trabalho ou na Pasta do Relacionamento.
 "Este documento, uma vez impresso, será considerado cópia não controlada".
 Havendo reclamação sobre o atendimento e/ou prazo para execução/resposta vencido, registre no CRM em RECLAMAÇÕES/SUGESTÕES.

Em todo atendimento, presencial ou telefônico, deve informar ao consumidor o número de protocolo no início do atendimento.

Este serviço poderá ser solicitado para qualquer pessoa, pois se faz **obrigatório o registro da reclamação independentemente de o contato ter sido realizado pelo titular.**

If additional information is needed, check whether there is a specific document on the subject in the Work Instructions or in the Relationship Folder.

This document, once printed, is considered an uncontrolled copy. If there is a complaint regarding service and/or expired response deadlines, record it in the CRM under COMPLAINTS/SUGGESTIONS.

In every service interaction, whether in person or by telephone, the customer must be informed of the **protocol number** at the beginning of the service.

This service may be requested by any person, as registering the complaint is **mandatory regardless of whether the contact was made by the account holder.**

2. Transparency on timelines for complaint resolution

Transparency in communicating deadlines is essential for customers and enables internal processes to operate within regulatory timeframes. The timeframe for handling complaints varies depending on the type of customer request and the current standards.

The **initial expected deadline is always communicated at the time the complaint is submitted**. In some cases, a technical inspection at the customer's premises may be required during the analysis. In these situations, the deadline may be revised, and the customer is **notified through formal communication, indicating the new expected response date**.

Cemig's standards and deadlines are not defined independently by the company. They are primarily based on public regulatory requirements of the Brazilian electricity sector.

How they are defined:

- ANEEL regulation (main framework)

Most standards and deadlines are established by ANEEL's Normative Resolution No. 1,000/2021, which:

- Defines customer service rules
- Establishes deadlines for services and complaint handling
- Sets out the rights and obligations of customers and distribution companies

This resolution consolidates previous regulations and standardizes service practices across Brazil.

- Additional regulatory frameworks

In addition to Resolution 1,000, other regulations also apply:

- PRODIST (Distribution Procedures)
- PRORET (Tariff Regulation Procedures)
- Consumer Protection Code
- Public service laws (e.g., Law No. 13,460/2017)

- Cemig internal implementation

Based on these external requirements, Cemig:

- Develops internal policies and operational procedures
- Defines service workflows and internal deadlines aligned with regulatory requirements
- Establishes performance indicators and controls to ensure compliance
- Communicates timelines for complaint resolution

3. Independent external verification of the complaint handling process

The complaints handling process meets the fundamental requirements of the standard "ABNT NBR ISO 10002 – Customer Satisfaction – Guidelines for Complaint Handling in Organizations" and is a process certified under "ABNT NBR ISO 9001:2015 – Quality Management Systems."


The following processes are certified in accordance with ISO 9001:2015:

- Technical evaluation and calibration of metering equipment of consumer units;
- **Collection and generation of data for calculating telephone service quality indicators;**
- **Data collection and assessment of compliance with regulated deadlines and improper service suspension;**
- **Handling of customer complaints;**
- Data collection and calculation of individual and collective continuity indicators;

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- Measurement, data collection, calculation of indicators, and compensations related to steady-state voltage.

Bureau Veritas Certification



**BUREAU
VERITAS**

CEMIG DISTRIBUIÇÃO S.A.

Avenida Barbacena, 1200, 10 º Andar, Santo Agostinho - 30190-131 - Belo Horizonte/MG - Brasil

Bureau Veritas Certification certifica que o Sistema de Gestão da organização acima foi avaliado e encontrado em conformidade com os requisitos da Norma detalhada abaixo.

Norma

ISO 9001:2015

Escopo de Certificação

- AVALIAÇÃO TÉCNICA E AFERIÇÃO DOS EQUIPAMENTOS DE MEDIÇÃO DE UNIDADES CONSUMIDORAS;
- **COLETA E GERAÇÃO DOS DADOS PARA APURAÇÃO DOS INDICADORES DE QUALIDADE DO ATENDIMENTO TELEFÔNICO;**
- **COLETA DOS DADOS E APURAÇÃO DAS INFORMAÇÕES DO CUMPRIMENTO DOS PRAZOS REGULADOS E SUSPENSÃO INDEVIDA;**
- **TRATAMENTO DE RECLAMAÇÕES DOS CONSUMIDORES;**
- COLETA DOS DADOS E DE APURAÇÃO DOS INDICADORES DE CONTINUIDADE INDIVIDUAIS E COLETIVOS;
- MEDIÇÃO, COLETA DE DADOS, APURAÇÃO DOS INDICADORES E DAS COMPENSAÇÕES RELACIONADAS À TENSÃO EM REGIME PERMANENTE.

Data da aprovação original:	10-02-2000
Validade do certificado anterior:	01-10-2025
Data da auditoria de recertificação/certificação:	14-09-2025
Data de Início do Ciclo de Certificação:	15-10-2025
Sujeito à operação satisfatória contínua do sistema de gestão da organização, este certificado é válido até:	01-10-2028

Certificado N°: **BR045022** Versão: 1 Data da Revisão: 15-10-2025

