

EXTERNAL AUDIENCES AND US

INTERACTION CULTURE



OUR PRINCIPLES

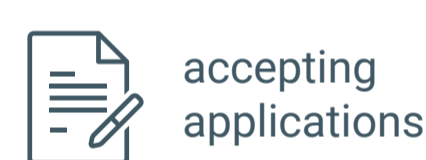
- Mutual respect and dialogue as equals
- Every enquiry deserves attention; every partner is valuable
- Interest and proactivity
- Communication simplicity and convenience for external audiences

OUR EXPECTATIONS

- Preliminary information study on the Foundation website
- Providing contact information
- Following basic communication principles
- Developing a list of questions
- Expertise in your professional area

COMMUNICATION CHANNELS

fondpotanin.ru
zayavka.fondpotanin.ru/ru



THE FOUNDATION'S WEBSITE Key source of information	confirm receiving of a message	provide a response
Special form "Ask a question"	5 minutes	3 days

EMAIL Main communication channel	confirm receiving of a message	provide a response
The Foundation's email address: info@fondpotanin.ru	5 minutes	2 days ¹
Competition / program email address	5 minutes	2 days
Email of a Program Director / Project Manager / Operator	1 day	3 days

PHONE	confirm receiving of a message	provide a response
The Foundation's Phone Number: +7 495 149 30 18		2 days
Competition / project / program hotline		1 day
Landline of a designated staff member		2 days
Mobile phone of a designated staff member / Operator	3 часа	2 days
- call	1 day	2 days
- message		

MESSENGERS	confirm receiving of a message	provide a response
Message in a messenger	—	2 days

SOCIAL NETWORKS ²
Commenting a post / Message to a group

PERSONAL ACCOUNT ON THE FOUNDATION'S PORTAL

FACE-TO-FACE MEETINGS

CHAT BOTS³

MASS MAILINGS

RUSSIAN POST AND OTHER DELIVERY SERVICES

¹ response to general or administrative questions or a message to which e-mail the letter has been forwarded

² regulated by the Communication Policy

³ If there is no correct answer in the chatbot, the request is forwarded to the responsible officer, who provides a response within two working days via any convenient channel of communication