Premium Customer Policy

Policy ID: POL-003

Category: Customer Tier

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Effective Date: July 11, 2025

Department: Customer Success

# 1. Policy Overview

This policy defines the enhanced service levels and benefits provided to premium customers. Premium customers receive priority handling and more favorable resolution terms.

# 2. Premium Customer Benefits

Premium customers receive priority handling and more favorable resolution terms. Full refunds for any service issues. Dedicated support team for premium customers.

# 3. Premium Customer Definition

Premium customers are defined as:  
• Annual contract value exceeding $25,000  
• Multi-year contract commitments  
• Strategic partnership agreements  
• High-growth potential accounts  
• Long-term customer relationships (2+ years)

# 4. Service Level Commitments

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| --- | --- | --- |
| Service Component | Standard Customers | Premium Customers |
| Response Time | 48 hours | 4 hours |
| Dispute Resolution | Standard process | Priority handling |
| Refund Processing | 5-7 business days | 1-3 business days |
| Support Channel | Email/ticket | Dedicated phone line |
| Account Management | Self-service | Dedicated account manager |

# 5. Escalation Path

Premium customer issues are escalated directly to senior management for disputes exceeding $500. All premium customer concerns receive executive review and personalized resolution approaches.