Premium Customer Service Excellence Policy

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Department: Customer Success

# 1. Premium Customer Definition

Premium customers are defined as:  
• Annual contract value >$50,000  
• Multi-year contract commitments  
• Strategic partnership agreements  
• High-growth potential accounts  
• Executive-sponsored relationships

# 2. Service Level Commitments

Premium customers receive:  
• Dedicated account manager  
• 24/7 priority support hotline  
• 2-hour response time guarantee  
• Quarterly business reviews  
• Custom integration support  
• Beta access to new features

# 3. Dispute Resolution Benefits

Enhanced dispute resolution includes:  
• Immediate escalation to senior management  
• Flexible resolution options  
• Expedited processing (24-hour maximum)  
• Goodwill credits up to $5,000  
• Custom compensation packages  
• Executive review for all disputes >$1,000

# 4. Relationship Management

Premium customer relationships are managed through:  
• Monthly check-in calls  
• Proactive issue identification  
• Custom reporting and analytics  
• Strategic planning sessions  
• Executive sponsor programs  
• Industry event invitations