**Standard Operating Procedures (SOPs) – IPTVNW**

**1. Aim**

The purpose of this SOP is to create a structured and efficient process for handling customer queries received through IPTVNW platforms. The key objectives include:

* Ensuring **quick responses and seamless communication** for all queries.
* Maintaining **proper documentation** to ensure no query remains unresolved.
* **Maximizing sales conversions** by treating every query as a sales opportunity.
* Offering a **free trial to every potential customer** to enhance conversions.
* **Regularly testing chats, incoming calls, and query forms** to ensure smooth operations.
* **Reporting any issues immediately** if found during testing.

**2. Sources of Customer Queries**

IPTVNW receives customer queries from the following channels:

**IPTVNW.com**

Inbound Calls  
Emails  
Custom Queries  
WhatsApp Chat  
Web Chat

**IPTVNW.info**

Inbound Calls  
Emails  
WhatsApp Chat  
Contact Form

**3. Assigned Agents**

The following agents are responsible for handling customer queries for IPTVNW:

1. Ahsan
2. Gohar
3. Faizan
4. Zeeshan
5. Arshad

**Agent Responsibilities:**

* Ensure **proper query handling** and maintain accurate records.
* **Update the shared reporting sheet daily** with query details in an email (already guided)
* Escalate unresolved issues as necessary.

**4. Operational Guidelines**

**4.1 Query Handling & Documentation**

* Record all received queries in the shared reporting sheet with date, source, and query type.
* Respond promptly to calls, emails, web chats, and WhatsApp messages.
* Handle custom queries professionally based on customer needs**.**
* Offer a **free trial** to every potential customer before **they make a purchase.**

**4.2 Sales-Focused Approach**

* Treat every query as a **potential sale.**
* Use **upselling and cross-selling techniques** to increase revenue**.**
* Encourage customers to upgrade from a **free trial** to a **paid subscription.**

**4.3 Workload Management**

* If an agent is on a break, busy on a call, or handling another task, they must hand over ongoing queries to an available agent.
* Every query must be attended to and resolved promptly.

**4.4 Testing & Issue Reporting**

* **Chats, incoming calls, and query forms** must be tested daily to ensure system efficiency.
* Any issues found should be reported immediately to the **IT Department**.

**5. Objectives**

* Handle customer queries in a structured and organized way.
* Respond to all customer inquiries on time.
* Keep accurate records in the shared sheet.
* Work as a team to avoid service disruptions.
* Focus on converting inquiries into sales.
* Offer a free trial to every customer before closing the sale.
* Regularly test chats, calls, and query forms to ensure smooth operations.