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Customer service SOP

**Purpose**

The purpose of this standard operating procedure is to ensure customer satisfaction through the efficient and satisfactory resolution of concerns.

**Application**

This document details procedures for customer service operators and managers to resolve customer issues.

**Procedure steps**

Here are the steps of the procedure:

Read the customer concern statement and create an incident log online.

Respond to a customer complaint online or by phone within 24 hours.

Offer the customer a coupon or product replacement.

Resolve the issue and file the incident report.

Notify the manager of the successful completion of the conflict resolution process.

Resources

Please see the attached documents:

Phone or email response template

Incident report instructions

Reporting procedures

**Sales SOP for acquiring new clients**

**Purpose**

The purpose of this standard operating procedure is to guide business and sales development professionals as they acquire new clients over the phone and by email.

**Application**

This document describes procedures for sales and business development specialists to add new clients.

**Procedure steps**

Here are the steps of the procedure:

Create a list of potential clients.

Locate potential clients' email addresses.

Send an email to each potential client to explain product benefits.

If you receive a reply, schedule a phone call.

Complete the phone conversation and send any interested clients' information to the sales manager.

Resources

Please see the attached documents:

Email template

Phone conversation guidelines

Potential client lists and databases