

Customer Support - Complaint Handling

Complaint Handling Process:

Receiving Complaints:

Customer support agents should attentively listen and acknowledge the customer's issue, documenting all details clearly.

Categorizing Issues:

Issues are categorized based on severity?Critical, High, Medium, or Low. Critical issues require immediate escalation.

Escalation Procedures:

Critical and high-severity complaints must be escalated to supervisors or specialized teams promptly, with detailed documentation.

Resolution Timeframes:

Clearly communicate expected resolution times:

- Critical: Within 24 hours
- High: Within 48 hours
- Medium: Within 72 hours
- Low: Within 5 working days

Follow-up and Feedback:

Agents must follow up post-resolution to confirm customer satisfaction and gather feedback for continuous improvement.

Documentation:

Maintain detailed logs of interactions and resolutions in the CRM for future reference and quality assurance.

Customer Support - Ticket Management

Ticket Management Guidelines:

Ticket Creation:

Create detailed tickets capturing all customer details and clearly describing the issue and expected outcomes.

Prioritization:

Tickets are prioritized according to impact and urgency. High-impact tickets should be flagged immediately.

Assignment:

Assign tickets to appropriate teams based on expertise, availability, and workload to optimize resolution efficiency.

Monitoring and Updates:

Regularly update ticket statuses to keep customers informed. Proactively communicate any changes or delays.

Closure Protocol:

Verify that all customer issues are resolved before closing tickets. Obtain explicit customer confirmation of resolution.

Continuous Improvement:

Regularly analyze ticket data to identify common issues and opportunities for improving the support process.

Customer Support - CRM Usage

CRM Usage Guidelines:

Logging Interactions:

Accurately log every customer interaction, noting important details like the date, issue type, actions taken, and outcomes.

Customer Profile Management:

Update customer profiles regularly to ensure accuracy. Include contact information, preferences, and history of interactions.

Issue Tracking:

Use CRM functionalities to track recurring issues and customer patterns to proactively address potential problems.

Reporting:

Utilize CRM reporting tools to generate regular reports on customer service performance metrics, satisfaction levels, and issue resolution timelines.

Training and Compliance:

Regular CRM training sessions will ensure consistent usage and data integrity. Compliance with CRM protocols is mandatory.

Access Controls:

Ensure CRM access is restricted based on user roles to protect sensitive customer information and maintain data security.