

<b>Subject:</b> <b>Escalated and Excessively Client SOP</b>	<b>Product:</b> <b>Customer Loyalty Group</b>	<b>Approved on:</b>
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**Purpose:**

- Create a workflow for CLG agents to follow proper action in the event of client escalation, to ensure that callbacks and follow-up are done in a timely manner.

**Policy:**

- In the event the call is leading into to an escalation, it is best practice to make attempts to de-escalate by offering options or reaching out to the manager for further guidance.
- The escalation process is to be followed if a client requests to speak with the manager, escalate the call, or threaten to file a formal complaint.  
**Exception:** The client begins to use abusive language and reaches out to the leader for further guidance/assistance. If the client does not halt abuse, then offer if they would like to speak with the manager, then follow the escalation process.
- Reach out to your manager if a client threatens to file a formal complaint (BBB, legal action, TP, EXEC)
- Follow the steam line process when escalating clients.

**Procedure:**

- **The Client requests to speak with a manager or to escalate. (Can be handled by the escalations team or CS Managers)**
  1. Attempt to de-escalate:
    - i. Remain calm and professional.
    - ii. Empathize with the client's frustration.
    - iii. Ask discovery questions once the client has calmed down.
    - iv. Attempt to provide resolution.
    - v. If needed, seek guidance from your manager.
  2. **(Call)** If the client continues to insist on escalating or speaking with a manager.
  3. **Client calls in and is escalated:**
    - a. **During CR hours:**
      - i. Attempt to de-escalate.
      - ii. If the client is still requesting to speak to a manager (for non-formal complaint threats)
        1. WARM transfer to appropriate transfer line (AM or COA)
    - If a client refuses to call back and insists on speaking with a manager or escalating, continue to hold for the escalations team or reach out to your direct leader for assistance,

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follow up with the client every 2 minutes. Wait on hold with the client for up to 5 minutes (checking in within 2 minutes)

- o If the client does not want to wait or the wait time is greater than 5 minutes, advise the client that you will have someone call them back. The client can provide a 2-hour window of time we can attempt to reach back, or we can advise that we can reach out when someone becomes available.

- o In the CR Esc PKs channel include:

- Client Name
- Client Link
- Quick reason for escalation
- The time that the client requested call back
- Tag:
  - Heather Sellers/Kenshin Tatoy for COA clients
  - Larrial Byars/Ana Tort for AM clients

- o After CR hours:

- Attempt to de-escalate.
- If the client is still requesting to speak to a manager (for non-formal complaint threats)
  - Attempt to reach out to your Manager/TL
  - If unable to get someone advise the client that you will have someone call them back the next business day. Clients can provide a 2-hour window of time we can attempt to reach back, or we can advise that we can reach out when someone becomes available.

- o In the CR Esc PKs channel include:

- Client Name
- Client Link
- Quick reason for escalation
- The time that the client requested callback
- Tag:
  - Heather Sellers/Kenshin Tatoy for COA clients
  - Larrial Byars/Ana Tort for AM clients

a.

- a. If there is no answer again, advise the client that we currently don't have anyone available but will set a time to call back at the client's convenience.
  - i. Set PK (steps above)

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ii. If the client refuses a callback, reach out to your direct leader.

- **The client threatened to file a formal complaint. (BBB, Legal Action, TP, Exec) (Handled only by CLG Managers, not the escalations team)**
  1. Attempt to de-escalate:
    - i. Remain calm and professional.
    - ii. Empathize with the client's frustration.
    - iii. Ask discovery questions once the client has calmed down.
    - iv. Attempt to provide resolution.
    - v. If needed, seek guidance from your manager.
  2. If a client continues to threaten to file a formal complaint or doesn't explicitly state that they are satisfied with their resolution, reach out to the manager to advise them of the situation and then take the call or set up a callback.
  3. If a callback needs to be set – Collect the proper time and call back number for a callback to the client. Send an email to the Manager with the subject line the client's name with a note of formal complaint, the body of the email with details of the escalation with the client page link. Mark the email as urgent.
    - a. You may also Direct Message your manager via Teams with the information requested above.

**Exceptions:**

- **The client becomes excessively escalated with threats or racial slurs. Do not hang up on clients or blind transfer to any work group. (Handled only by CLG Managers, not the escalations team).**
  1. Make attempts to de-escalate first by acknowledging the client's feelings about the situation at hand.
    - i. Remain calm and professional.
    - ii. Empathize with the client's frustration.
    - iii. Ask discovery questions once a client has calmed down.
    - iv. Attempt to provide resolution.
    - v. If needed, seek guidance from your manager.
  2. If the client continues to be abusive, advise the client that you will need to transfer the call to your supervisor.
  3. Reach out to your manager and inform them of the situation for them to advise if they can take the call or set up a callback.
    - a. If a callback needs to be set - Collect the proper time and call back number for a callback with the client. Send an email to the

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Manager with the subject line with the client's name "Excessively Escalated Client Call Back" with notes in the body of the email with details of the escalation with the client page link. Mark the email as urgent.

- a. You may also Direct Message your manager via Teams with the information requested above.

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