# Resolvix Customer Service Guide – Brand Template

Instructions: Fill in each section clearly and concisely. If a section is not applicable, mark it as “N/A.”

## 1. Support Philosophy

Tone of Voice (Select all that apply):

☐ Friendly  
☐ Formal  
☐ Empathetic  
☐ Humorous  
☐ Concise  
☐ Technical  
☐ Other (specify):

Brand Motto or Ethos (if any):

e.g., “We solve before they ask”

## 2. Customer Interaction Guidelines

Standard Greeting:  
e.g., “Hi there! Thanks for reaching out to [Brand Name]. How can we help today?”

Standard Sign-Off:  
e.g., “Best regards, The [Brand Name] Support Team”

Prohibited Phrases or Actions (optional):  
e.g., Avoid saying “That’s not our problem”

Escalation Triggers:  
e.g., Requests involving refunds, legal threats, or repeated complaints

## 3. Support Channels & Timings

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Active? (Yes/No) | Response Time (Target) | Operating Hours (Time Zone) |
| Email |  |  |  |
| Live Chat |  |  |  |
| Phone |  |  |  |
| WhatsApp |  |  |  |
| Social Media (specify) |  |  |  |

## 4. Common Issues & Resolutions

List 3–5 common issues your team handles and your preferred resolution steps.

|  |  |
| --- | --- |
| Issue | Preferred Resolution Workflow |
| e.g., Late Delivery | 1. Apologize → 2. Check status → 3. Offer tracking/compensation if needed |

## 5. Refund / Return / Compensation Policy

Refund Criteria:

Return Conditions:

Partial Compensation Rules:

Timeframe for Processing:

## 6. Integration Notes

Order/Customer Lookup API (if any):

Internal Ticket Tags to Use (if using Zendesk/Intercom/etc.):

Known Fraud Markers or Phrases (optional):