

## **Customer Support Policies**

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### **Customer\_Support\_Policy**

#### **Purpose:**

**To ensure consistent, professional, and customer-focused support across all service channels.**

#### **Key Rules:**

- **Treat all customers with respect and empathy**
- **Follow defined response time SLAs**
- **Provide accurate and verified information only**
- **Use approved support tools and knowledge base**

#### **Prohibited:**

- **Rude or unprofessional behavior**
- **Sharing confidential or internal information**
- **Making promises beyond assigned authority**

**Ownership: Customer Support Team**

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### **Customer\_Communication\_Guidelines**

#### **Purpose:**

**Define standards for customer communication via email, chat, phone, and social media.**

#### **Key Rules:**

- **Use polite, clear, and professional language**
- **Avoid unnecessary technical jargon**
- **Actively listen and confirm understanding**
- **Clearly explain next steps and resolution timelines**

**Tone:**

**Professional, calm, respectful, and solution-oriented**

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 **Issue\_Escalation\_Policy**

**Purpose:**

**Ensure timely handling of complex, sensitive, or unresolved customer issues.**

**Key Rules:**

- **Escalate issues not resolved within SLA**
- **Escalate legal, security, or compliance-related cases immediately**
- **Provide complete case details during escalation**

**Ownership: Support Lead / Manager**

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 **Customer\_Feedback\_and\_Complaints\_Policy**

**Purpose:**

**Collect, manage, and act on customer feedback and complaints.**

**Key Rules:**

- **Record all complaints in the support system**
- **Acknowledge complaints within defined timelines**
- **Analyze feedback for service improvement**

**Ownership: Customer Support & Quality Team**

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 **Data\_Handling\_in\_Customer\_Support\_Policy**

**Purpose:**

**Ensure safe handling of customer data during support interactions.**

**Key Rules:**

- **Access customer data only when required**
- **Do not store sensitive data outside approved systems**

- Follow company data privacy and security policies

**Compliance: GDPR / Local Data Protection Laws**

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