

# Customer Service Policies and Procedures Guide

## General Directives:

- Make the customer happy by complying with reasonable requests.
- Resolve a customer's request before educating.
- It is impossible to conceive of a procedure for every situation. If you are unsure what to do, consult with a member of your management team.

## 1. Pricing

Allivet strives to have the lowest prices in the industry. There are times when our prices will rise, here are some of the reasons why these increases happen:

### General price increase:

- Rising cost from suppliers or manufacturers
- Change in manufacturer for generic medications

### Perceived price increases due to prior discount:

- Customers may have received discounted pricing by searching for an item on a search engine.
- Customer may have had a coupon or special discount (i.e.: Black Friday pricing)

For these customers it is best to match their prior price and then educate them on why there was a price difference.

### Manufacturer Minimum Advertised Pricing:

- Some manufacturers require us to advertise a minimum price that maybe higher than our previous pricing.
- Manufacturers may require changes in their minimum prices over time.
- This currently affects items manufactured by Merck, however other manufacturers are sure to follow.

In this case it is important for us to communicate that this is a price change. Use the following statement when communicating this issue to the customer:

*"We are very sorry for the recent price increase. The manufacturer set a minimum price for this product that all authorized retailers, including Allivet, must abide by. Because you have been a good customer with us, I can match your previous price today as a courtesy."*

## **2. Price Guarantee**

Allivet guarantees our customers the lowest prices on items they purchase from us.

- Prices must be on identical items, quantity and dosage.
- Seller must be in the United States (even if the customer is ordering from outside the USA).
- We will match competitor advertised coupons and limited time discounts if they are not expired.
- FL customers are still subject to a 7% sales tax.
- We will price match regular subscription discounts from our competitors
- We will price match previous Allivet pricing at a customer's request.

## **3. Discounts**

Discounts may be given to our customers for various reasons. The main reasons are price matching, customer satisfaction, marketing or employee discount.

### **Price matching:**

- Follow the price matching guidelines in section 2
- Discount only the items to be price matched
- Add a note to the customer record of what item was matched and what company we were matching.

### **Satisfaction Percentage:**

- Take the percentage discount off each item on the order.
- Note the percentage discount and why it was given on the notes.

### **Dollar amount discount:**

- For discounts of less than \$25 issue a store credit and apply it to the account
- For discounts over \$25 have a store credit issued by your manager.
- If the client is using a coupon, add the coupon amount to the store credit.

### **Additional considerations:**

- If a discount or price match reduces an order below the free shipping threshold, waive the shipping costs.
- A customer may combine multiple coupons via a store credit issued by an agent

## **4. Coupons, Rewards and Store Credits:**

Coupons are promotional codes given to customers for use on orders. These may be for a fixed value discount or a percentage off an item or an entire order. Rewards points and store credits are also entered as coupon codes

### **Coupons:**

- Most coupons have an expiration date
- Marketing usually has a \$5 off more than \$50 and \$10 off more than \$100 coupons available. These coupon codes usually rotate every 2 weeks.
- Orders are limited to one coupon code. If a customer wants to combine coupons, we will have to issue a store credit for the combined amount.

### **Rewards:**

- Reward points may be redeemed by the customer on our website or via a customer service representative.
- Each reward point is worth 2 cents.
- The minimum redemption is 250 points (\$5.00).
- Customers will be issued a rewards code that can be placed into the coupon field.
- Rewards vouchers expire after 30 days. Should a customer fail to use them we will re-issue them as a store credit.
- Customers may automatically redeem their rewards on the autoship subscriptions.
  - Place a note in the “Private Customer Notes” section of the customer that begins with the word Reward and the details of their request after.
  - Orders with these notes will pause until an autoship agent manually updates and releases them.

### **Store Credit:**

Store credits are issued to customers and act as a coupon for a fixed amount. These coupons codes are active for 90 days and may only be used once. If the customer does not use the whole coupon the remaining amount is lost.

- Store credits may be used as a tool to discount existing orders.
  - When this is done, you should uncheck the notify customer button to alleviate confusion on their end.
- Customers may be re-issued a store credit under the following conditions:
  - The store credit expired before they used it.
  - The customer may request the unused balance of the previous store credit as a new store credit coupon.
- Only Customer Service may combine store credits with other coupon codes
  - To do this you will first delete the existing store credit
  - Create a credit for the combination of the coupon plus the prior store credit.

- IE: if a customer has a \$20 store credit and wants to use a \$5 coupon you would create a new credit for \$25 and delete the old one.

## **5. Refunds, returns and reshipments**

### **Refunds:**

Customers may ask for a refund for many reasons. In most cases we will issue an immediate refund to the customer.

#### **General Procedures:**

- Refunds are issued via an e-mail request
  - Emails are sent to [csall@allivet.com](mailto:csall@allivet.com) with a subject that contains the word refund along with the order number.
  - Refunds will be issued to the original form of payment
  - Refunds should be issued immediately instead of waiting for the customer to return the product to us.
  - Advise customers that it may take 3-5 business days for the funds to be returned to their account.
    - If a customer asks why so long: Advise that we issue refunds back to their bank immediately, some banks will apply the credit faster than others.
  - Refunds of more than \$200 should be reviewed with

### **Defective/ Ineffective product:**

- If a client claims a product is defective or ineffective:
  - For non- prescription items, offer to ship the client a replacement
  - Consult with return guidelines to see if a return shipping label is necessary.
  - If a prescription item was ineffective or caused an adverse reaction, additional steps may be required, see section 6 for more information.

### **Dissatisfied with product:**

- If a customer is dissatisfied with a product, provide the customer with an immediate refund.
  - Consult with return guidelines to see if a return shipping label is necessary.

### **Delay in shipping/ delivery:**

- If the customer has paid for shipping, refund their shipping.

- If the customer has free shipping or is not satisfied with the discounted shipping, offer them a refund of \$10 or 10% whichever is greater.
- If the customer requests more, consult with your supervisor

### **Customer Satisfaction:**

When things go wrong, we may need to provide a customer with monetary compensation to make it right. Compensation may vary depending on the severity of the issue, the duration of the issue and how escalated the problem has become. There is no set formula, however, for amounts over \$50 you should consult a supervisor.

### **Returns:**

If a client wishes to return a product, we can send them a shipping label to their e-mail. A return is not required to receive a refund. Allivet cannot take all items back to our inventory, please follow the guidelines below to limit unnecessary returns.

- Items should be unopened with all seals intact
- Items should not require cold shipping
- Items should not be leaking or damaged in some other way
- If the customer has not yet received a package, they may refuse it back to us.

Items we cannot accept back:

- Prescription items that come in generic amber vials (i.e.: any Rx item sold by the tablet)
- Items that have damage to their original packaging
- Items that have been in the customer's possession longer than 30 days
- Please request that any unused items in good condition be donated to a local shelter or rescue.

Return shipment labels may be requested by sending an e-mail to [csall@allivet.com](mailto:csall@allivet.com). All return shipments are sent via FedEx and the customer is required to drop them off. If there is no drop off location within 15 miles of the customer, then advise them to donate it.

### **Reshipments:**

If a customer needs an item or an entire order sent to them again, we may do so in the following situations:

- Item is damaged
- Item is missing
- Order was shown delivered but the customer's package is missing
- US Postal Service has not shown a delivery update in four business days (this includes Saturdays)

- USPS service shows it is being returned to the Opa Locka distribution center (this is the closest one to our warehouse)

## 6. Adverse Reactions

If a client advises that a prescription medication caused their pet's condition to get worse, or other symptoms (examples: vomiting, seizures, fever, allergic reaction or some other negative result), we need to treat this seriously.

When a client advises us of a negative reaction follow the steps below:

- Compare the name of the medication on the label versus what is shown on the order. Note on the record if they are different.
- Provide the customer with an immediate refund
- Advise they would need to speak to a member of our pharmacy team to document the issue:
  - If between 8am -5pm M-F warm transfer the customer to Rx Allivet skill
    - Advise the pharmacy technician that you have a customer on hold who needs to report an adverse reaction.
  - If outside pharmacy hours send an e-mail to [ani@allivet.com](mailto:ani@allivet.com) and cc [rx@allivet.com](mailto:rx@allivet.com) that includes the following:
    - Customer name
    - Pet's name
    - Order number
    - Best contact number
    - Reaction pet had
    - If medication was different than what was on the order
    - Advise the customer that they will be contacted the next business day

## 7. Escalation Paths

**Customer requests to speak to a manager and refuses your offer to assist:**

- 1<sup>st</sup> level: Supervisor or Team Lead
- 2<sup>nd</sup> Level: Corporate Escalations
- 3<sup>rd</sup> Level: Corporate Escalations Supervisor
- 4<sup>th</sup> Level: Customer Service Manager

If your local supervisor is not available, you may contact the Corporate Escalations team for assistance. These representatives have the same decision-making power as a supervisor. If a customer is adamant, they wish to speak to a member of upper

management then a call back should be created for a Corporate escalations supervisor to contact them within 1 business day.

**Customer is requesting to speak to a pharmacist:**

- Send an e-mail to [rxall@allivet.com](mailto:rxall@allivet.com)
  - The e-mail should include the customer's ID# and best contact number
- A pharmacist will call them back on the same day if the request is made by 4pm EST. Otherwise they will receive a call the next morning by 10am EST.
- If the customer is adamant that they must speak to a pharmacist immediately, one is available from 8am -4pm EST.
  - Warm transfer them to the RX Allivet skill and explain the issue to the pharmacy technician.

**Customer requests an order be expedited:**

- If a customer wants an item to ship same day and we have the Rx approval before 2pm, it will ship with no need of an expedite.
- After 2pm ask your supervisor to contact the CS Team chat for assistance
- We cannot expedite orders after 5pm EST or on Saturdays

**Customer requests Saturday delivery:**

- This is only an issue on Fridays as we can guarantee next business day Monday through Thursday.
- Allivet cannot guarantee Saturday delivery to all areas
- If before 2pm, send an e-mail to [csall@allivet.com](mailto:csall@allivet.com) to request Saturday delivery and advise the customer we will call them back in 90 minutes.
- If after 2pm, call corporate escalations for assistance
- We cannot expedite after 5pm EST.
  - In this case offer the customer a discount on the item so they may get an interim dose from their veterinarian.