The purpose of this policy is to ensure that all workers comprehend the significance of providing superior customer service and how they may contribute to a great customer experience.

This policy applies to all workers with client contact, including customer service representatives, managers, and supervisors.

It is [Company Namepolicy ]'s to deliver the best customer service possible. This Customer Service Playbook describes our customer service philosophies and standards. The Customer Service Playbook is a dynamic document that will be revised as our team evolves. We urge all team members to frequently study the Customer Service Playbook and to offer suggestions for enhancing our customer service.

Interactions with customers must be:

• punctual • professional • courteous • considerate of the customer's time • attentive to the customer's enquiries and requests • informing customers of any changes or updates that may affect them

As professionals in customer service, we will:

• foster a customer-centric culture throughout the organisation by living and breathing our customer service promise.

• be proactive in solving problems • hold each other accountable for living up to our customer service promise

• Continually enhance the client experience by soliciting feedback, measuring results, and implementing adjustments based on what we discover

Service Quality Standards

Telephone:

• We will answer all calls within [X] rings. • If we are unable to answer a call, it will be sent to voicemail.

• Every [X] hours, voicemails will be retrieved and responded to within [Y] minutes.

• Customers will be offered the opportunity to leave a voicemail or request a callback in the event of excessive call volumes.

Email:

• We will respond to all emails within [X] hours. If a client's email cannot be responded to within [X] hours, the customer will receive an automated response informing them that their email has been received and is being processed.

Online-Chat:

We will answer to all Live Chat requests within [X] minutes.

In-Person:

• All customers shall be greeted within [X] seconds of their arrival; • All questions will be answered professionally and courteously.

• We will provide support in a timely and effective manner; • We will do everything necessary to remedy any problems a customer may be experiencing.

Internal communication

• Supervisors must be informed of any customer service concerns that cannot be rectified by customer care agents.

• If a customer care agent is unable to address a problem, they will escalate it to their supervisor.

• Customer complaints will be documented and tracked in the [system name]. • Within [X] hours, a resolution will be delivered to the customer.

Complaint Handling Methodology

Occasionally, a customer will be unhappy with the service they have received. We strive to resolve any customer issues as fast and satisfactorily as possible. The following is our procedure for handling complaints:

• All customer complaints must be recorded on a customer complaints form by the employee who receives them.

• The customer complaint form must be immediately forwarded to the customer service manager.

• Within [X] business days, the customer service manager will acknowledge receipt of the complaint in writing and enclose a copy of this procedure. In addition, they will investigate the complaint and determine the proper course of action.

• If the complaint cannot be resolved within [X] business days, the customer service manager will write to the customer again, sending a copy of this protocol and indicating when a complete response can be expected.

• The customer service manager will ensure that all client issues are promptly and satisfactorily resolved.

• The customer care manager will review all customer complaints on a [daily/weekly/monthly] basis.

• Complaints from customers will be utilised to identify areas where our service may be improved.

If you have any queries regarding this procedure, please contact the manager of customer service. We appreciate your cooperation.

Continuous Feedback Society

Customers are the lifeblood of our company; without them, we would not be in business. Therefore, we want to preserve a client-centric culture throughout our organisation that places the customer first and values their opinion. This includes learning from both customer success and failure tales.

This is why:

Positive or negative, we are always interested in hearing from our customers. We want to know what we're doing well and what we're doing poorly in order to continue enhancing our client service.

• We conduct consumer surveys to collect client feedback.

• We encourage customers and customer service representatives to communicate freely. We want our clients to feel comfortable approaching us with any issue or concern. • We take all input seriously and utilise it to enhance our customer service. We want to be the best we can be for our customers, and their feedback is crucial to achieving this objective.

Thank you for reading this Customer Service Playbook; we hope it proves to be a useful resource for you.

Please do not hesitate to contact us if you have any inquiries or recommendations. Thanks again.