**Capabl Customer Support Guide**

**1. Introduction**

This Customer Support Guide is designed to help Capabl’s support team deliver consistent, efficient, and empathetic assistance to all users — whether they are potential customers, active learners, or institutional partners. The document outlines policies, workflows, tone guidelines, and escalation paths to ensure every interaction reflects Capabl’s core values of **Trust, Empowerment, and Excellence**.

**2. Core Principles**

* **Empathy First:** Always understand the customer’s perspective before providing a solution.
* **Clarity Over Complexity:** Avoid jargon; keep explanations clear and concise.
* **Speed with Accuracy:** Prioritize quick responses, but never compromise on correctness.
* **Proactive Follow-ups:** Don’t wait for customers to reach back — confirm resolution.

**3. Support Channels**

Capabl provides multi-channel support to cater to diverse preferences:

1. **Email Support**
   * **Email Address:** support@capabl.in
   * **Response Time Goal:** Within 12 business hours.
   * **Use For:** Detailed queries, documentation sharing, issue escalation.
2. **Live Chat**
   * **Availability:** Monday–Saturday, 9:00 AM – 8:00 PM IST.
   * **Response Time Goal:** Within 3 minutes.
   * **Use For:** Quick troubleshooting, product inquiries, and course guidance.
3. **Phone Support**
   * **Helpline:** +91-XXXXXXXXXX
   * **Response Time Goal:** Immediate during working hours.
   * **Use For:** Urgent issues, account recovery, technical difficulties.
4. **Social Media**
   * Platforms: LinkedIn, Instagram, Twitter/X.
   * **Use For:** Brand engagement, pre-sales inquiries, community building.

**4. Support Workflow**

**Step 1: Receive Query**

* Record all incoming requests in the **Capabl Support CRM**.
* Assign a **ticket ID** automatically.

**Step 2: Categorize**

* **Technical Issue** (platform bug, login issue)
* **Course Inquiry** (enrollment, eligibility, pricing)
* **Payment/Refund**
* **General Feedback**

**Step 3: First Response**

* Acknowledge the ticket within SLA (Service Level Agreement).
* Share expected resolution time.

**Step 4: Troubleshooting**

* Follow Standard Operating Procedures (SOPs) per category.
* If resolved: confirm with customer.
* If unresolved: escalate.

**Step 5: Escalation**

* **Level 1:** Frontline Support → Team Lead.
* **Level 2:** Team Lead → Product/Tech Team.
* **Level 3:** Management Review.

**Step 6: Close Ticket**

* Only after customer confirms satisfaction OR after 2 follow-up attempts with no response.

**5. Communication Guidelines**

* **Tone:** Warm, respectful, and encouraging.
* **Greeting Example:**

Hello [Name],  
Thank you for reaching out to Capabl! I’ll be happy to assist you with [issue].

* **Empathy Statement Example:**

I understand how important it is for you to access your course quickly — let’s get this fixed right away.

* **Closing Example:**

Thank you for choosing Capabl. If you have any more questions, feel free to reach out anytime!

**6. Common Issues & Solutions (Sample Data)**

| **Issue** | **Resolution Steps** | **Avg. Resolution Time** |
| --- | --- | --- |
| Forgot Password | Send password reset link → Verify user identity → Confirm login success | 10 min |
| Payment Failure | Verify transaction ID → Contact payment gateway → Re-initiate | 30 min |
| Course Access Delay | Check enrollment record → Sync LMS → Confirm access | 15 min |
| Refund Request | Verify eligibility → Process via payment gateway → Confirm credit | 2–5 days |

**7. Quality Assurance**

* **Monthly Ticket Audits:** Review 10% of closed tickets for quality.
* **Customer Feedback Survey:** Sent after every resolved ticket.
* **Support Agent Training:** Twice a month refresher sessions.

**8. Escalation Matrix**

| **Level** | **Responsible Role** | **SLA for Action** |
| --- | --- | --- |
| L1 | Support Executive | 1 hour |
| L2 | Support Team Lead | 4 hours |
| L3 | Operations Manager | 24 hours |

**9. Performance Metrics**

* **First Response Time (FRT):** Target < 5 min for chat, < 12 hrs for email.
* **Customer Satisfaction (CSAT):** Target ≥ 90%.
* **Ticket Resolution Rate:** Target ≥ 95%.

**10. Final Notes**

A great support experience not only solves a problem but also builds lasting trust. Every ticket is an opportunity to create a loyal Capabl advocate.

**Frequently Asked Questions**

**Q1. What are Capabl’s official support hours?**  
A: Monday to Saturday, 9:00 AM – 8:00 PM IST.

**Q2. How quickly should support tickets be resolved?**  
A:

* High Priority: Within 4 hours
* Medium Priority: Within 24 hours
* Low Priority: Within 48 hours

**Q3. What channels can customers use for support?**  
A: Customers can reach us via email, live chat, or phone support.

**Q4. What should I do if I don’t know the answer to a customer query?**  
A: Never guess. Inform the customer you’ll check with the relevant department and get back within a defined timeline.

**Q5. How do I handle an angry customer?**  
A: Stay calm, listen actively, empathize, and provide actionable solutions. Always follow up to confirm the resolution.

**Q6. Does Capabl provide refunds?**  
A: Refunds are handled on a case-by-case basis as per our refund policy.