

# **Customer service policy**

## **Intent:**

This policy has been created to ensure that all employees understand the importance of providing excellent customer service and how they can contribute to a positive customer experience.

## **Scope:**

This policy applies to all employees who have contact with customers, including but not limited to customer service representatives, managers, and supervisors.

## **Policy:**

It is the policy of Core Currency Ltd to provide the best possible customer service. To do this, we have created this Customer Service Playbook that outlines our customer service philosophy and expectations. The Customer Service Playbook is a living document that will be updated as our team grows and changes. We encourage all team members to review the Customer Service Playbook regularly, and to make suggestions on how we can improve our customer service.

## **Customer interactions must be:**

- well-timed
- professional
- courteous
- respectful of the customer's time
- responsive to the customer's inquiries and requests
- informative of any changes or updates that may affect customers

## **As customer service professionals, we will:**

- create a culture of customer first throughout the company by living and breathing our customer service promise
- strive to provide an effortless customer experience by always putting the customer first and making it easy to do business with us
- be proactive in solving problems
- hold each other accountable to live up to our customer service promise
- continuously improve our customer experience by soliciting feedback, measuring results, and making changes based on what we learn

## **Service Standards Guidelines**

### **Telephone:**

- All calls will be answered within 2-3 rings.

- If we are unable to answer a call, it will be forwarded to voicemail.
- Voicemails will be checked throughout the day and returned within the hour.
- In case of high call volumes, customers will be given the option to leave a voicemail or receive a call-back.

#### **Email:**

- All emails will be answered within a few hours.
- If an email cannot be answered within 3 hours, another member of the Core Currency team will respond and mention the email has been received and is being processed.

#### **Internal communication**

- Managers are to be notified of any customer service issues that cannot be resolved by customer service representatives.
- In the event that a customer service representative is unable to resolve an issue, they will escalate the issue to their Manager.
- Customer complaints will be logged and tracked in our CRM system.
- A resolution will be provided to the customer within 24 hours.

#### **Complaint Handling Procedure**

There will inevitably be occasions when a customer is dissatisfied with the service they have received. We aim to resolve all complaints as quickly as possible and to the customer's satisfaction. Our procedure for handling complaints is as follows:

- All customer complaints must be logged by the receiving member of staff in a customer complaints form.
- The customer complaints must be passed to the manager immediately.
- The manager will immediately acknowledge receipt of the complaint in writing. They will also investigate the complaint and decide on the appropriate course of action.
- Where it is not possible to resolve the complaint within 24 hours, the manager will write to the customer again and give an indication of when a full response can be expected.
- The manager will ensure that all complaints are resolved promptly and to the customer's satisfaction.
- All customer complaints will be reviewed on a regular basis.
- Customer complaints will be used to identify any areas where improvements need to be made to our service.

Customers are the lifeblood of our company, and we wouldn't be in business without them. We, therefore, want to maintain a client-focused culture within our company that puts customers first and values their feedback. This means learning from both customer success stories and failures.