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## CUSTOMER SERVICE MANAGEMENT POLICY AND PROCEDURES

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### Purpose

The objective of this policy is to establish comprehensive guidelines for delivering exceptional customer service at Trendie. Our dedication to customer satisfaction is fundamental to our success, and this policy ensures that every interaction is conducted with the utmost professionalism, efficiency, and respect. By adhering to these guidelines, we aim to build and maintain strong, positive relationships with our customers, contributing to the ongoing growth and success of our organisation.

### Scope

This policy is applicable to all employees at Trendie, regardless of their employment status, including full-time, part-time, and temporary staff. It encompasses all roles that involve customer interaction, whether direct or indirect, including but not limited to employees in sales, customer service, management, and support functions. The policy serves as a standard for consistent customer engagement across all departments.

### Policy Statement

Trendie is committed to providing exceptional customer service that not only meets but surpasses our customers' expectations. We acknowledge that our customers are our most valuable asset, and we are dedicated to creating positive, memorable experiences that foster long-term loyalty and satisfaction. This policy outlines our approach to customer service, which is designed to be proactive, responsive, and centred on the needs of our customers.

### Customer Service Principles

- **Responsiveness:**

We are devoted to addressing all customer inquiries and requests promptly, with the aim of resolving issues quickly and effectively. We understand the importance of timely communication and strive to acknowledge and respond to all customer queries within a set timeframe.



# Trendie

- **Courtesy and Respect:**

Every customer will be treated with the highest level of courtesy and respect, regardless of the nature of their inquiry or concern. We value every interaction and are committed to creating a welcoming and supportive environment for our customers.

- **Consistency:**

We aim to provide consistent service across all channels of communication, ensuring that customers receive the same high level of care whether they interact with us online, by phone, or in person. Consistency in our service delivery is key to building trust and reliability with our customers.

- **Empathy:**

We actively listen to our customers, demonstrating empathy and understanding for their concerns. Our approach is customer-centric, and we work diligently to address their needs in a compassionate and effective manner.

- **Professionalism:**

All employees are expected to maintain a professional demeanour in all customer interactions. This includes exhibiting a positive and helpful attitude, maintaining clear and effective communication, and upholding the standards of our brand in every engagement.

## Customer Service Procedures

- **Customer Inquiries:**

All customer inquiries, whether received via phone, email, or in person, will be promptly logged in our customer service system. The designated employee will follow up within 24 hours to provide the required information or assistance. Detailed records of each interaction will be maintained to ensure follow-through and resolution.

- **Escalation Process:**

In instances where a customer inquiry cannot be resolved immediately, it will be escalated to a supervisor or manager. The customer will be informed of the escalation and given an expected timeline for resolution. This ensures transparency and sets clear expectations for the customer.

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- **Feedback and Improvement:**

We actively seek customer feedback through various channels, including surveys, feedback forms, and direct communication. This feedback is crucial for identifying areas of improvement and ensuring the continuous enhancement of our customer service practices. Management will review feedback regularly and implement changes where necessary to improve service quality.

- **Training and Development:**

All employees will undergo ongoing training on customer service standards, covering key areas such as communication skills, problem-solving techniques, and the use of customer service tools. Training sessions will be periodically refreshed to keep employees up-to-date with best practices and evolving customer needs.

## **Monitoring and Reporting**

We will monitor our customer service performance through key performance indicators (KPIs) such as response times, resolution rates, and customer satisfaction scores. Regular reports will be generated and reviewed by management to ensure that service levels are being met and to identify areas for further improvement. This ongoing monitoring is essential for maintaining high standards and fostering a culture of continuous improvement.

## **Compliance**

All employees are required to comply with this policy. Adherence to the customer service standards outlined is mandatory, and failure to comply may result in disciplinary action, up to and including termination of employment. This ensures accountability and reinforces the importance of exceptional customer service as a core value of our organisation.

## **Review**

This policy will undergo an annual review to ensure its effectiveness and relevance in the context of our evolving business environment. Any updates or changes to the policy will be communicated to all employees in a timely manner. By regularly reviewing and updating our policy, we remain committed to maintaining the highest standards of customer service.