



APPENDIX E: CUSTOMER SERVICE GUIDELINES AND PROCEDURES

1. Introduction

The Customer Service Guidelines and Procedures provide a framework for delivering exceptional customer service at Trendie. These guidelines are designed to ensure that every customer interaction is positive, professional, and aligned with our commitment to customer satisfaction. This document outlines the standards, procedures, and best practices for handling customer inquiries, complaints, and feedback.

2. Customer Service Standards

To maintain a high level of customer service, all staff are expected to adhere to the following standards:

- **Professionalism:** Always conduct yourself in a professional manner, including using polite and respectful language.
- **Responsiveness:** Respond to customer inquiries and requests promptly, within a maximum of 24 hours for online inquiries.
- **Accuracy:** Provide accurate and clear information to customers, ensuring they have a full understanding of the products and services.
- **Empathy:** Show understanding and empathy towards customers' needs and concerns.
- **Problem-Solving:** Take proactive steps to resolve customer issues efficiently and effectively.

3. Customer Interaction Procedures

The following procedures outline the process for various types of customer interactions:

3.1 Handling Inquiries

- **Greeting:** Begin every interaction with a friendly and welcoming greeting, either in person, over the phone, or online.
- **Understanding Needs:** Listen carefully to the customer's inquiry to understand their needs.
- **Providing Information:** Offer clear and accurate information relevant to the customer's inquiry.
- **Closing:** End the interaction by confirming that the customer has all the information they need and thanking them for their inquiry.

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3.2 Managing Complaints

- **Acknowledgement:** Acknowledge the customer's complaint and express understanding of their concern.
- **Investigation:** Gather all necessary information to understand the nature of the complaint.
- **Resolution:** Propose a suitable resolution to address the issue, following company policies and guidelines.
- **Follow-Up:** Follow up with the customer to ensure their issue has been resolved to their satisfaction.
- **Documentation:** Record the complaint and the steps taken to resolve it in the customer service system.

3.3 Collecting Customer Feedback

- **Requesting Feedback:** Encourage customers to provide feedback on their experience with Trendie.
- **Feedback Channels:** Offer multiple channels for customers to give feedback, including surveys, online forms, and in-store comment cards.
- **Analysing Feedback:** Regularly review and analyse customer feedback to identify areas for improvement.
- **Implementing Improvements:** Use feedback to make continuous improvements to products, services, and customer service practices.

4. Handling Difficult Customers

When dealing with difficult customers, it is important to remain calm and professional at all times. Follow these steps to manage the situation effectively:

- **Listen:** Allow the customer to express their concerns without interrupting.
- **Stay Calm:** Maintain a calm and composed demeanour, even if the customer is upset.
- **Apologise if Necessary:** Offer a sincere apology if the situation warrants it, without admitting fault.
- **Offer Solutions:** Suggest possible solutions to address the customer's concerns.
- **Escalate if Required:** If the issue cannot be resolved at the frontline, escalate it to a supervisor or manager.



5. Continuous Improvement

Trendie is committed to continuous improvement in customer service. Regular training sessions and workshops will be conducted to ensure staff are up-to-date with the latest customer service techniques and best practices. Feedback from customers and staff will be used to refine and enhance our customer service approach.

6. Key Performance Indicators (KPIs)

The following KPIs will be used to measure the effectiveness of customer service:

- **Customer Satisfaction Score (CSAT):** Measure customer satisfaction through post-interaction surveys.
- **Net Promoter Score (NPS):** Track the likelihood of customers recommending Trendie to others.
- **First Response Time:** Monitor the average time taken to respond to customer inquiries.
- **Complaint Resolution Rate:** Measure the percentage of complaints resolved successfully within a set timeframe.

7. Compliance with Australian Consumer Law

All customer service activities must comply with the Australian Consumer Law (ACL), which sets out consumer rights and guarantees. Employees must be aware of their obligations under the ACL, including providing accurate information, ensuring products are of acceptable quality, and addressing customer complaints in a fair and timely manner.