



CUSTOMER ENQUIRY RESPONSE POLICY

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Purpose

This policy establishes guidelines for responding to customer enquiries promptly, efficiently, and with professionalism, thereby ensuring excellent customer service and satisfaction.

Scope

This policy applies to all employees who engage in customer service and handle customer enquiries within our organisation.

Policy guidelines

Response time

Aim to respond to customer enquiries within 24 hours of receipt.

During peak periods or busy times, prioritise urgent enquiries and respond as soon as possible, ideally within a few hours.

Acknowledge receipt

Acknowledge receipt of customer enquiries promptly, preferably within 2 hours, to reassure customers that their message has been received and is being reviewed.

Courtesy and respect

Respond to customer enquiries using courteous and professional language at all times.

Address customers by their preferred title (Mr./Ms./Mrs.) and their name, maintaining a friendly and respectful tone.

Mode of communication

When providing information about products, services, sales or promotions, always use email as the preferred mode of communication. This allows us to showcase our digital catalogues and minimise the use of print-based material.

Provide precise and relevant information in response to customer queries, avoiding jargon or technical language.

Review and verify the accuracy of responses before sending them to customers.

Personalised approach

Customise responses to each customer to demonstrate care and attention to their specific needs and concerns.

Use personalised greetings and reference any previous interactions or available information to provide a tailored experience.

Offer solutions and assistance

Endeavor to address customers' concerns fully, offering immediate solutions whenever possible.

If an immediate resolution is not possible, provide alternative options or escalate the issue to the appropriate team member who can assist further.

Timely follow-ups

Inform customers about the expected timeline for resolving their enquiry if additional investigation or time is required.

Regularly update customers on the progress of their enquiry until it is resolved.

Confidentiality

Safeguard customer information shared in enquiries with the utmost confidentiality.

Do not disclose or discuss customer information with individuals who are not authorised to access it.

Professional signature

Conclude email responses with a professional closing, including your name, job title, and the organisation's logo and contact information.

This policy should be read in conjunction with the company's broader customer service and communication policies and is subject to all applicable laws and regulations.