



Customer Complaint - Standard Operating Procedure

Audience: MacPyles Executives, Managers, Team / Shift Leaders, Office Staff
Objective: Communicating politely and effectively with our customers once a complaint has been made, finding an appropriate resolution, and addressing the concern at the designated store location
Policies: This policy references complaints made using the QR code or 1-800 number posted in the store locations. <ul style="list-style-type: none">• Customers should receive a response within 24 hours if requested. If the customer does not want to be contacted, a standard email will be sent offering an apology for their experience.• Every conversation should start and end with a salutation, even if the customer is upset• The tone of the conversation should show concern for the client's experience and a genuine desire to resolve their concern.• Treat all complaints as if the customer is a secret shopper from our Global Partners.
Process Highlights: <ol style="list-style-type: none">1. MacPyles – Automated System2. 1-888 - Follow-Up System3. Store Records & Resolutions
Resources: <ul style="list-style-type: none">• Customer Complaint Banner• MacPyles.Info• Customer Resolution Options



Process	
1	<p>MacPyles– Automated System</p> <ol style="list-style-type: none"> 1. When a customer scans the QR code, they are taken to a form to complete their complaint 2. The form will include the store location #, the complaint experience, and if the customer would like to be contacted. This information will go to all managers. 3. If a customer requests a callback, the manager or office designee should contact the customer within 24 hours. 4. The client’s name and phone number should be recorded in the Customer Complaint Experience Book located at each store and the resolution option offered.
2	<p>1-888 Follow-Up System</p> <ol style="list-style-type: none"> 1. The office team will check 1-888 voicemails daily for customer experience complaints. 2. If the customer provides their return phone number or email, contact the customer within 24 hours to learn more about their experience. 3. Complete the customer experience complaint survey at macpyles.info 4. Notify the store location of the complaint and the resolution offered.
3	<p>Store Records & Resolutions</p> <ol style="list-style-type: none"> 1. Each store location has been provided with a Customer Experience Complaint log to be kept in a central location at the store. 2. Once the customer has been contacted by the Manager or designee the resolution option should be entered into the log. 3. When the client returns to the store location, verify their name and phone number and provide the resolution offered. Place an X in the “resolved” column of the log.

