**Customer Complaint -**
Standard Operating Procedure

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| **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.<br>● 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.<br>● Every conversation should start and end with a salutation, even if the customer is upset<br>● The tone of the conversation should show concern for the client's experience and a genuine desire to resolve their concern.<br>● Treat all complaints as if the customer is a secret shopper from our Global Partners. |
| **Process Highlights:**<br>1. MacPyles – Automated System<br>2. 1-888 - Follow-Up System<br>3. Store Records & Resolutions<br><br>**Resources:**<br>● **Customer Complaint Banner**<br>● **MacPyles.Info**<br>● **Customer Resolution Options** |

| Process | |
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| 1 | **MacPyles– Automated System**<br>1. When a customer scans the QR code, they are taken to a form to complete their complaint<br>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.<br>3. If a customer requests a callback, the manager or office designee should contact the customer within 24 hours.<br>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 | **1-888 Follow-Up System**<br>1. The office team will check 1-888 voicemails daily for customer experience complaints.<br>2. If the customer provides their return phone number or email, contact the customer within 24 hours to learn more about their experience.<br>3. Complete the customer experience complaint survey at macpyles.info<br>4. Notify the store location of the complaint and the resolution offered. |
| 3 | **Store Records & Resolutions**<br>1. Each store location has been provided with a Customer Experience Complaint log to be kept in a central location at the store.<br>2. Once the customer has been contacted by the Manager or designee the resolution option should be entered into the log.<br>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. |