

CUSTOMER SERVICE PRACTICE POLICY

Objective:

The Customer Services Practices Policy Document has been created and implemented in the organisation with the objective of providing guidelines, advice, and examples on Customer Interactions and how to ensure customer success, to any Alldigi employee who may be directly or indirectly be engaged with our customers – be it individuals, organisations, Companies, Societies, Trusts , other form of legal entities, firms, various statutory organisations of the Government, of India or of any the countries where Alldigi Offices are located. It is a set of procedures which guides the overall customer service approach and procedure to be followed by Alldigi Employees and resources.

Scope:

This Policy applies to all employees of the Company in India and other geographies. Employee shall mean all individuals on full-time or Part-Time, with Permanent, Probationary, Trainee, Retainer, Temporary or Contractual Appointment with the Company.

If a business location or region has policies, practices, laws, or regulations that require more than what is stated in this Policy, then the Employees must follow this policy as a minimum and comply with such policies, practices, laws, or regulations in that particular region/ country.

Business units and locations are responsible for ensuring that their location-specific policies and practices are consistent and in compliance with this Policy.

In order to have an effective Customer Service practices, Alldigi has devised predefined criteria for appropriate engagement of resources to fulfil the need and objective of the organisation in fulfilling the customer services requirements.

1. On boarding -hire the best

For successful engagement with external Customer or customer, it is Alldigi emphasis to hire the best talent / employees for the job as Customer relations need people with a natural ability for customer service, interaction, good listening skills, effective communication skills, an excellent memory, and an enthusiastic attitude to fulfil the need and objective of the organisation.

2. Effective employee engagement

Alldigi by attracting good employees through onboarding and minimising employee turnover by appropriate retention plan through employee's engagement results into customer success. Alldigi used to have various online and offline sessions/programmes with periodic improvements thereof for employee's engagement with respect to Customer services perspective to help them to achieve their success on customer relations front.

3. Periodic communication & feedback

Alldigi has put an effective communication with employees engaged with customer / customer service and periodic feedback from them as they familiar with the customer service process inside and out. That makes them more aware of where the problems lie, and perhaps more cognizant of what is necessary to fix them.

4. Periodic updates and improvements

Alldigi by getting the feedback of the employees assigned for Customer Services and/or the employee's front ending the customers and customer's suggestions makes its best endeavour to successfully deal with the issues by updating and improvising the processes.

5. Roles and Responsibilities

Each and every employee engaged with an external customer or customer (the same applies to internal customers as well) bears the responsibility of following the defined practices and guidelines in the section below. It is also the responsibility of each Business Head to ensure that all employee under their purview follow the set practices and procedure.

6. Training

We put special emphasis on training of employees engaged to deal with customers. Any employee in the role of engaging with customers for the first time, for a brief period or for an extended period of time will be trained in the following areas –

- a. Code of Conduct – ensure all employees are trained on every aspect of code of conduct including but not limited to – Code of Ethics and Anti- Bribery, disclosing the right type of information
 - b. Communication – timely communication, responsiveness, Etiquette to be followed while at customer site
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- c. Follow-Up - Explain the follow-up process and how to ensure customer success and service excellence
- d. Customer Retention Practices
- e. Requesting and Collating and Acting on Feed from Customers

7. Standard Operating Procedures to be followed by the Employees

- a) While interacting with the customer always be courteous, enthusiastic and professional. Share only relevant information to customers that is allowed by your business/ the organisation. Do not share information and documents which are not relevant or classified as confidential or internal;
 - b) Equip yourself with detailed information on businesses.
 - c) Do not promise/commit those things, which cannot be delivered. Have some provision of time for internal confirmation in the event of any doubt.
 - d) Listen to customers and suggest how to deal with any issue/solve the problem.
 - e) Provide some additional information as to some new product or services recently launched or upgraded in the event customer intend to know the same.
 - f) Make sure all relevant documents are signed from customers and copies are kept for purposes of audit;
 - g) Do not share information of vendors, customers we may be engaged with, until the information is deemed or classified as information that can shared with the customer;
 - h) Do not engage in discussions with one customer about other customers, unless it is generic in nature;
 - i) Treat customers consistently to a desired and defined standards as per your respective Business or as defined by the Organisation;
 - j) Act in a courteous manner every time while dealing with the customers;
 - k) Handle escalations/issue professionally – fix the accountability to resolve the issues to specific person or departments and functions in the team and take complete ownership of problem, solve the issue and keep the customer informed; if required take help of your senior to deal with the issue.
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- l) Customer complaints will be resolved immediately within a specified period preferably within 3 days and communicated to the Customer via email and any unresolved issue thereon shall be taken on priority to the satisfaction of Customer within a period of 7 days.
- m) Deliver service in a manner consistent with the organisation's overall goals and objectives, particularly in knowing who is responsible for certain products or services;
- n) When presented with opportunities to talk about other businesses with your customers, do so and share the relevant contact details with them; and
- o) Comply with all organisation's policies, guidelines and requirements, as may be applicable.
- p) If there are any concerns/queries, customer can reach out to respective Business prime for the account. Employees can reach out to respective reporting manager or function head and/or Business Partner/HR.
- q) The company shall undertake a periodic survey/ review on the internal and external feedback on the customer services preferably once a year and will adopt appropriate remedial measures to fill the gap.

8. Amendment/ Interpretation:

The policy is subject to modification, amendment and alterations by the management from time to time having regard to the change of circumstances or otherwise. Any interpretation of the policy by the Employees & Managers will be done in line with principle of good conduct & ethical behaviour.
