

Customer Services Framework

Summarises how Infomedia articulates processes for the management of feedback, compliments and complaints to ensure they are drawn to the attention of the relevant staff within an organisation and managed appropriately

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Introduction

Infomedia is committed to the provision of high quality customer service and provides insights and guidance to all its partners. Infomedia recognises there are opportunities to continuously improve the way customers are engaged and the way compliments, comments and complaints are received, recorded and managed. In response to this, Infomedia has produced this Customer Service Framework.

Purpose of the Framework

The purpose of this document is to set out the Infomedia Framework for Customer Services which is aimed at putting the customer at the heart of everything that we do, understanding our customers and raising the levels of customer satisfaction across our service delivery areas and channels.

Vision

Our vision is to be a Customer First Organisation, putting customers at the centre of everything we do; committed to providing high quality services and delivering ambitious standards of Customer Service.

Key Aims

The framework is based on several key aims.

- The Merchant will design services from the customer's perspective.
- Infomedia will help the Merchant to understand what is a valued excellent service and guide the delivery of that service within the bounds of current legislation and resources.
- Infomedia will work in partnership with the Merchants and the Carrier/MNO to ensure that the services reflect the needs of the customer.
- The Merchant will ensure that the services are joined up in a way that makes sense to the customer and reduces the need for multiple approaches to any contact point.
- The Merchant will ensure that services are generally accessible at times and places that are convenient to customers offering more choices of channels whether it be through the contact centre, in person, by telephone or through the internet.
- Infomedia and the Merchant will measure the performance (both internal and external) and publish this in our monthly reporting and website.

Customer Care Values

Infomedia will promote with all partners one simple 'Value' Statement for customer care as follows:

"Focus on the Customer, listen and treat them with respect, ensuring they understand what is happening. Treat your customers consistently, courteously leaving them with a good impression of their experience"

Implementation of the Framework

This Framework shall be maintained, monitored and reviewed by the Director of Operations within the Operations Improvement Plans.

The Framework contains our advised Customer Promise which will act as a minimum standard upon which individual services will base their own specific standards. The complaints procedure together with the methodology of handling these complaints will be consistent across the Infomedia Services Portfolio.

This Framework will be agreed by the Leadership Team of Infomedia. New Merchants to Infomedia will be made aware of the Customer Care Framework via the onboarding process and be required to sign a Customer Services addendum committing to minimum set of standards and reports.

A customer service training programme can be determined each year by the Director of Operations, Infomedia Account Manager and Customer Service representative of the Merchant based on an analysis of the Customer Service reporting and a review of complaints.

The Customer Care Framework will be reviewed by the Leadership Team on a three-yearly basis to ensure that it is still fit for purpose.

For an incident, the **Incident Management – Operations Manual (v1.1 2017)** will be followed

The Customer Promise

This section sets out the Customer Promise which shall be made available for all partner customers.

Your Promise

To show you how serious we are, we have adopted the following three corporate standards:

- When dealing with a customer aim to get it right first time
- When a Customer contacts us, aim as best we can to deliver on our Promises and Service Specific Standards
- We are here to help. If you (the Customer) do not feel we have helped you, please let us know and we will respond to your comments, compliments and complaints.

Hello, how can I help you? When you call us, here's the service a customer can expect:

- Direct or transfer calls through to the right person
- Offer the option of being either transferred or organise someone to call you back if the correct person isn't available Make sure calls are answered in >20 seconds
- Any calls that exceed 20 seconds will have a message "your custom is valued, etc" or similar
- Calls more than 1 minute will have a capability for voicemail and call-back options.

Dear Customer.... When you write to us, email, fax or use a web form we will....

- Reply within five working days *excluding complaints* and if we cannot do that acknowledge your contact and give a time scale for our response or service delivery
- Tell you the details of who is dealing with your enquiry
- If you have requested an action/service form that may take time to deliver we will keep you informed of progress
- Don't baffle with jargon when you reply, tell the facts in plain English

Promises, promises... If you think we've broken our promises, or you feel we've made a mistake, we take that very seriously

- We'll make sure you know how to make your voice heard through our complaints procedure
 - Ensure staff know how to deal with your complaint
 - Acknowledge your complaint within five working days
 - Let you know the progress of your complaint
-
- Apologise when we've made a mistake, and quickly take steps to solve the problem
 - Learn lessons from where we've gone wrong to make sure we don't make the same mistakes in the future
 - If possible, we will try and resolve your complaint when you first get in touch with us
 - If you are not satisfied with our response the appropriate Customer Service escalation point will investigate and respond to you within fourteen days.
 - If you remain dissatisfied with our response your complaint can be considered by the Chief Executive within fourteen days.

Every good turn deserves another Now we need your help

Let us know all the information about your enquiry so we can deal with it effectively and quickly

We do not tolerate rude and aggressive behaviour. We are polite and respectful to you, and expect the same from our customers

If you are unhappy with a service tell us as soon as possible

Do you have any suggestions about how we can improve our services? If so, email us at cs@merchant.com

Comments, Compliments and Complaints

Infomedia has a Customer Comments, Compliments and Complaints procedure to help customers to comment on our services and give guidance to staff on how to deal with customer contacts. This includes customers:

- Making comments on a service
- Passing compliments on a service
- Making complaints about a service

Capturing feedback from our customers is a positive way to establish how well we are doing and will help us develop and improve our services in the future.

The procedure is a separate document, reference: **Infomedia Customers Services Procedure_180205.docx**

Comments

We will try to deal with comments at the first point of contact. Many comments will be statements or points of information and may not require a response. If they do require a response we will ensure it is dealt with quickly within the Customer Care Guidelines and normal service procedures. We will thank the customer for their comment. If, upon considering the comment, an action is agreed, we will ensure it is implemented and actioned quickly and, if possible, give appropriate credit.

Compliments

Satisfied customers who take the trouble to compliment the Merchant on its service should receive an acknowledgement and an indication that thanks and appreciation has been passed on to the staff who provided the service concerned.

Complaints

What do we mean by a complaint?

Reporting

To meet the minimum requirements of this Framework and the KPI Framework the following reports must be provided. They will enable Infomedia to guide its partners in a pro-active manner to ensure the ambitious levels of Customer Service are maintained.

All UK Services as previously stated must connect through the Infomedia IVR at service setup. The following Reports will be provided by Infomedia’s IVR Solution:

Ring Time/Call Hold Time (Average time to get through to us): Infomedia will use the Industry Average for Mobile Calls of <60secs over a Calendar month.

However, we consider the “3 ring” rule <20secs to be the measure of Outstanding Customer Service and partners should work towards this target.

Call Duration (How long the Agent remains in call): Agent time should be concise and in-line with this framework. Scripts should be provided to Infomedia for review and an average Call Duration of <300secs should be the targeted performance metric.

Customer Service Data:

To account for CS contacts which are not recorded in our CS Lite tool, the following data should be reported weekly:

- MSISDN/Alias
- IMS Product ID (we can confirm the IDs if required)
- MCC
- MNC
- Date/time of CS contact
- Channel of CS contact – (telephone/email/other)
- Resolved Y/N
- Reason Code for Call Closure (a list of reason codes must be provided)
- Repeat Calls (Count by MSISDN/Alias)

Date/time data should be in the following format: yyyy/mm/dd hh:mm:ss (seconds is not mandatory)

	MSISDN/Alias	IMS Product ID	MCC	MNC	Date/time of CS contact	Channel	Resolved	Reason Code/Description	Call Count on MSISDN/AMSR (Repeat Calls)
1									
2	4.47269E+11	92000567	234	44	12/08/2017 09:43	Email	Y	Requested Unsubscription	1
3	4.47416E+11	92000567	234	44	12/12/2017 09:43	Telephone	Y	Requested Unsubscription	1
4	4.47437E+11	92000567	234	44	26/09/2017 02:54	Other	Y	Requested Unsubscription	1
5	4.47287E+11	92000567	234	44	03/09/2017 23:43	Telephone	N	Requested Refund	2
6	4.47249E+11	92000567	234	44	29/08/2017 12:34	Telephone	N	Requested Refund	2
7	4.47832E+11	92000567	234	44	20/08/2017 07:43	Telephone	Y	Requested Refund	1
8	4.4787E+11	92000567	234	44	30/11/2017 01:27	Telephone	Y	Other	1
9	4.47272E+11	91000778	234	44	04/09/2017 23:38	Telephone	Y	Other	1

Files should be in .csv format with the naming convention [merchant name]-CS-wc[yyyymmdd]

Files must be sent with password protection. The password must be sent in separate second email.

Additional Customer Service Data:

The following data should be reported Monthly:

- Abandonment Rate (recorded by hour) – from the merchant in the following format

4. Abandonment Rate - 1/11/17 - 30/11/17			
Hours	Count of Answered	Count of Abandoned	Abandoned %
00:00 - 01:00	4	0	0.00%
01:00 - 02:00	6	0	0.00%
02:00 - 03:00	6	0	0.00%
03:00 - 04:00	3	0	0.00%
04:00 - 05:00	1	0	0.00%
05:00 - 06:00	1	0	0.00%
06:00 - 07:00	3	0	0.00%
07:00 - 08:00	31	4	12.90%
08:00 - 09:00	196	13	6.60%
09:00 - 10:00	388	57	14.70%
10:00 - 11:00	475	72	15.20%
11:00 - 12:00	550	85	15.50%
12:00 - 13:00	510	65	12.70%

Files should be in .csv format with the naming convention *[merchant name]-CSA-[yyymm]*

Abandonment Rate should be <7% during peak hours on average over the calendar month. Where this is consistently not achieved an Action Plan will implemented through the Infomedia Operational Governance Forum to bring the KPI to the correct standard.

Refund Data:

To report and manage refunds, the following data should be reported weekly:

- MSISDN/Alias
- IMS Product ID (we can confirm the IDs if required)
- MCC
- MNC
- Date/time of Refund issued
- Amount of Refund
- Full Refund Y/N

Date/time data should be in the following format: yyyy/mm/dd hh:mm:ss (seconds is not mandatory)

	MSISDN/Alias	IMS Product ID	MCC	MNC	Date/time of Refund Issued	Amount of Refund	Full Refund Y/N
1							
2	4.48E+11	92000567	234	44	12/08/2017 09:43	£25.00	Y
3	4.48E+11	92000567	234	44	12/12/2017 09:43	£37.00	Y
4	4.48E+11	92000567	234	44	28/10/2017 04:36	£13.00	Y
5	4.48E+11	92000567	234	44	08/12/2017 22:41	£24.00	N
6	4.48E+11	92000567	234	44	28/11/2017 19:36	£4.00	N
7	4.48E+11	92000567	234	44	12/11/2017 13:01	£37.00	Y
8	4.48E+11	92000567	234	44	11/12/2017 06:57	£27.00	Y
9	4.48E+11	91000778	234	44	30/11/2017 07:26	£25.00	Y
10	4.48E+11	91000778	234	44	30/11/2017 16:11	£39.00	Y
11	4.47E+11	91000778	234	44	19/10/2017 11:39	£8.00	N
12	4.48E+11	91000778	234	44	15/08/2017 01:27	£15.00	N

Files should be in .csv format with the naming convention *[merchant name]-refund-wc[yyymmdd]*

Note: A Full Refund is a refund of all money paid by the user for the service. We are aware that there is a level of granularity regarding the difference between a full refund and a refund which is partial in terms of the total amount paid by the user but full in terms of the amount the user was seeking.

Files must be sent with password protection. The password must be sent in separate second email.

All UK Services as previously stated must connect through the Infomedia IVR at service setup. The following Reports will be provided by Infomedia’s IVR Solution:

Partner Obligations

Where the Customer Services provision is provided by the partner or a 3rd party representative of the partner the basic principles outlined in this document.

The partner must provide either their own or their outsourced partners Framework during the service setup phase for review by Infomedia. Where the Framework provided is not sufficient or not available this Framework must be adopted.

The partner must also provide the:

- Customer Service/Contact Centre Scripts
- Unacceptable Actions by Complainants Policy

The reporting requirements are required in the formats specified.

- Weekly Reporting (Mon-Sun) will be required by the following Tuesday
- Monthly Reporting will be required by the 5th working day of the calendar month

Contact Details

If you would like to know more about the information in this document please contact:

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