9. SKM Customer Satisfaction Code of Conduct

Customer Satisfaction Code of Conduct

Responsible Department/Person: ALL SKM

Scope:

This Customer satisfaction code of conduct is applicable to sales, installation and service of air-conditioning equipment for residential, commercial and industrial customers.

Purpose:

To establish a robust customer satisfaction framework to deliver WOW SKM! Experience to the customers.

Objectives that can be achieved if the code is implemented effectively:

- Enhanced business
- Higher enquiry to confirmed order ratio
- Positive word of mouth
- Higher satisfaction of the clients
- More business from existing customers

Customer expectations (stated / implied):

- Must be able to connect immediately for enquiry / technical support / clarification
- Availability of all the required information without a long wait
- Courteous approach
- Timely delivery/installation/project execution
- Value for money

Brand Promise made by SKM:

- Enquiries answered in 24 working hours
- Service request / maintenance request acknowledged within 24 hours and delivered as per applicable SLA(Service Level Agreement)
- Manufacturing defects free
- Timely delivery as per agreed contract / agreement.
- A friendly and value adding approach during purchase and entire lifecycle of using of SKM products.
• You will be always given a technically correct and commercially viable product advise by our team.

• We will partner your organization in your air-conditioning needs.

➢ KPIs to evaluate the performance at the touch point.

• Average time taken to address the enquiry

• % deliveries executed within agreed time

• % service requests completed within agreed time

• Number of customer complaints

• Number of repeat customers

➢ Resources Required for implementation of the code:

• Robust CRM software for quick data analysis & proactive decision making

• Document control to ensure the most recent documents are available to the employees at this touch point.

➢ Proposed maintenance & upgradation of the code:

• We shall review this code every year and revise if required to address changed business requirements.

➢ Risk for business if any in case of code of customer satisfaction framework not been followed:

• Loss of market reputation, negative word of mouth and publicity

• Loss of potential order (immediate and lifecycle)

• Loss of market share

➢ Stakeholders / interested parties:

• SKM employees

• Customers

• Distribution partners

• Regulatory bodies

• Banks and financial institutions

➢ How the code will be planned & implemented:
• Review by Customer Happiness Director
• Approval by Top Management
• We will have internal staff training in the batch of 5 employees each before it is published with six monthly refresher courses.

➢ How and to whom enquiries and complaints about the code should be directed:

• Customer Happiness Director at Ammar.Abdulhameed@skmaircon.com or call Tel: 00971 56 9904447
• It will be replied in a maximum of 24 hours of time with 4 levels of TAT depending of general, minor, major, critical categorization.

➢ A description of what action will be taken if the code promises are not fulfilled.

• NCR process will be initiated as per document (refer to QHSE Manual Policy 43-A-1)
• KPIs will be reviewed
• Training process will be reviewed

➢ Related reference documentation:

• Customer happiness manual for complaint (internal / external) resolution and satisfaction measurement.

➢ Limitations of the code:

• The code commitments does not apply during national holidays and other natural calamities.