

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](tel:00971569904447)
- 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.