

# Customer Service Policy Template

## Purpose

This customer service policy establishes the standards, expectations, and procedures employees should follow when interacting with customers. Its purpose is to ensure consistent, professional, and high-quality service across all customer touchpoints.

**Our mission** [Provide Company's Mission Statement]

**Example:** At [Company Name], our mission is to deliver unparalleled customer service that goes above and beyond expectations, fostering lasting connections with every interaction.

**Our vision** [Provide Company's Vision Statement]

**Example:** Our vision is to become the premier destination for our customers' needs, creating enriching and gratifying experiences at every touchpoint.

**Our commitment:** We at [Company Name] are committed to providing exceptional customer service to our valued customers. We strive to ensure every customer interaction is positive and professional.

**Scope:** This customer service policy is applicable to all team members at [Company Name], governing interactions with customers across all channels, whether face-to-face, over the phone, or online.

## Service standards

Employees are expected to:

- Treat all customers with courtesy and respect.
- Provide accurate and consistent information.
- Take ownership of customer issues until resolution.
- Follow established support procedures and company policies.
- Maintain professionalism across all communication channels.

## Response time expectations

| Request type        | Target response time    |
|---------------------|-------------------------|
| General inquiries   | Within 1 business day   |
| Customer complaints | Within 1 business day   |
| Urgent issues       | Within 2 hours          |
| Escalated requests  | Within 4 business hours |