

## Best Practice for CEC Escalations

### **Purpose:**

To create awareness and capitalize on opportunities to further improve the customer experience at the Call Center Agent/AI BOT level

### **Guidelines:**

Follow these steps when customers contact us to share a less than desirable experience when engaging with the CEC

### **Process:**

STEP	ACTION
A	<p>Follow these steps when:</p> <ol style="list-style-type: none"> <li>1. Customer calls regarding a bad experience with one of our call center agents</li> <li>2. Customer describes a poor store experience resulting from a Call Center agent error</li> <li>3. When a customer voices frustration or upset regarding their experience with our BOT</li> </ol>
B	<p>Any of the above feedback should be emailed to Jay Reed and Drew Ritchlin. Sean Rebero and Dave Binnie should be “cc’d” as well. Please include a summary of the customer’s concerns, as well as:</p> <ol style="list-style-type: none"> <li>1. Customer’s name</li> <li>2. Customer’s phone number (used to make original call)</li> <li>3. The date and time of the call</li> </ol>
<b>Note:</b>	Remember to provide enough detail for leadership to properly identify and address agent training and BOT improvement opportunities
<b>Additional Clarity:</b>	Customer Care owns the resolution to the customer’s concerns. If any action needs to take place to correct an issue, Customer Care will handle it. The above is intended solely as a communication loop for training opportunities with agents, as well as improvements to the BOT to be delivered. Regional offices and stores are <b>NOT</b> to be contacted to address a CEC experience issue. Stores can be contacted as needed to address any order corrections that are required.

### **Contact:**

Please see an assistant manager or manager with questions.