

Retail – Phase 4

Purpose To provide an unexpected experience by reaching out to the customer after the purchase to ensure the customer's expectation was met. If it was not met, this provides the customer with a direct contact to resolve issues.

Guidelines

- Each agent will use the "Phase4" stationary provided.
- Each agent will send at least 3 Phase4 emails per work day.
- The agent must blind carbon copy (BCC) their assistant manager.
- The recipient will be a customer of the agents choosing.
- The Phase4 email will be sent 7 calendar days from the date of finalizing the order. See your Assistant Manager for tracking details.

Contact Please contact your manager if you have any questions.
