



# Customer Success & Service Charter

## 01 August 2024 v1.1

Our Customer Service Charter sets out the standard of service our customers should expect to receive from Akixi.

\*\*\*Excluding Technical support SLA's which is covered under commercial agreements



## This Charter sets out clear levels of expectations, to ensure the following for our customers:

- ✓ A consistent customer focused service is maintained by all members of the Akixi team globally
- ✓ Defined communication & escalation paths exists internally within all Akixi departments & people
- ✓ Akixi always maintain awareness & fully understand and respect the value of our customer's time
- ✓ The level of service delivered by ALL members of Akixi must meet or exceed our customer's expectations & needs
- ✓ An effective communication path exists between Akixi and its customers regardless of their geographical location
- ✓ We will always continuously monitor, review & report KPI metrics in regards with delivery of our customer charter

# Our Customer Service & Success Core Values



We deliver  
**excellence**  
in all that we do



We  
always  
work  
**collaboratively**



We place our **customers**  
at the heart of what  
we do



We  
continuously  
**develop & improve**

# Our Values Explained



## **Deliver excellence in all that we do:**

We deliver a feature rich, comprehensive range of solutions. We work to ensure that our product offerings globally are delivered at the highest standard



## **Always work collaboratively:**

We have a wide range of departments & teams so we must support them, train them and keep them up to date on our products and processes



## **Place our customers at the heart of our work:**

We are passionate & proud about our products and services. We continuously strive to ensure our products and services meet the expectations of the many global customers we serve



## **Continuous development and improvements:**

We will ensure that we are always innovative, creative and forward thinking in the planning and delivery of all our products and services. Feedback from our Customers on our products and services is key to ensure this

# Our Customer Commitment

These key elements will always underpin our commitment to excellent customer care.

**We Will:**

- ✓ Set, review and monitor Akixi service standards continuously
- ✓ Ensure all Akixi staff are trained to provide the required services to our Customers throughout the customer journey
- ✓ Seek regular feedback from customers to improve our service delivery
- ✓ Continuously monitor metrics relating to our customer services & interactions with global customers

We will seek to uphold our customer commitment by ensuring the following pledges are adhered to.

**We will:**

- ✓ Engage with and consult customer groups to ensure the services provided are appropriate
- ✓ Always provide up to date information on the Akixi range of products and make information and training materials readily available to our global customers
- ✓ Proactively review and act on feedback from our global customers
- ✓ Ensure our suppliers are aware of our commitment to the ISO27001 & quality standards

# Our Service Level Commitment to our customers



## Our Global Team

Will always be courteous and professional

Will listen to our customers, take all issues seriously and qualify their timescale

Will endeavour to go that extra mile and deliver on our promises

Will be passionate about delivering excellent customer service

Will ensure our staff are trained to provide excellent customer service

Will ensure you are provided access to our product collateral including help guides and training materials

# Our Service Level Commitment to our customers

## Our Email Communications

- ✓ All our email communications will be open and clear. We will include full contact details of the person dealing with your enquiry.
- ✓ We will use a managed service system to track & review all service requests.
- ✓ We aim to respond to 90% of all emails within **1 working day** if received in core business hours of GMT/EST/MST 09h30 - 17h30 Monday to Friday (excluding public holidays) and provide helpful responses and clearly worded questions.
- ✓ Email queries and time spent resolving the issue will always be logged in our customer service system.
- ✓ When the customer service ticket is created a confirmation will be emailed to the Customer, including a reference number to quote. Where tickets are created directly into our system we aim to make a first response within **1 working day**.
- ✓ When the customer service ticket is closed a summary will be emailed to the Customer, including a reference number to quote in the event they need to email again regarding the same query.
- ✓ If a customer query is awaiting an answer from Akixi and is not resolved within the timeline, then the query will be escalated to the Customer Services Manager. The customer will then be advised who is now dealing with the query and will receive a progress update on the next working day.
- ✓ If a query cannot be closed or still exists after **7 days**, then the query will be escalated to the Senior Customer Services Manager and an action plan agreed.

# Our Service Level Commitment to our customers

## Our Telephone Communications

- ✓ All calls will be answered Monday to Friday between GMT/EST/MST 09h30-17h30 (excluding public holidays).
- ✓ All calls will be answered in a polite and friendly manner within **10 seconds**, our member of staff will give their names and always speak clearly.
- ✓ Where appropriate calls and time spent resolving the issue will be logged in our customer services system.
- ✓ When the customer service ticket is closed a closure summary will be emailed to the customer, including a reference number & satisfaction survey.
- ✓ Where a phone call requires a ticket to be created a confirmation will be emailed to the Customer, including a reference number to ticket.
- ✓ When the customer service ticket is closed a summary will be emailed to the Customer, including a reference number to ticket in the event they need to email again regarding the same query.
- ✓ If a customer query is awaiting an answer from Akixi and is not resolved within the timeframe, the query will be escalated to the Customer Services Manager. The customer will be advised who is now dealing with the query and will receive a progress update on the next working day.
- ✓ If a query cannot be closed or still exists after **7 days** then the query will be escalated to the Senior Customer Services Manager and an action plan agreed