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KSA Customer Complaint Handling Procedure

KSA-SOP-OPS-CCN-003

Issue Date: 06-March-2025

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Document Control

Key Information

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|-------------------------|---|
| Document Name | KSA Customer Complaint Handling Procedure |
| Document Version | V3.0 |
| Document Owner | Operations – Customer Care |
| Document Scope | Starting From Receiving customer complaints to ensure the non-recurrence of complaints to achieve customer satisfaction |
| Author(s) | Customer Care |
| Document Classification | for Internal Use |

Amendment

| Version | Amendment Summary | Author | Date |
|---------|--|----------------|------------|
| V1.0 | First/Initial Release | Contact Center | 22.01.2023 |
| V2.0 | Review & update the process Map template | Contact Center | 06.06.2024 |
| V3.0 | Review & update | Contact Center | 06-03-2025 |
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Approval and Review

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1.0 Objective

To ensure that there is a mechanism for dealing with customer complaints to take the suitable correction actions as an initiated containment action. Then Corrective actions to ensure the non-recurrence of the complaint to achieve customer satisfaction for existing and new products being offered by Geidea.

2.0 Scope

- **Starting From:** Receiving customer complaints.
- **To:** Reach customers and take the correction and corrective actions
to ensure the non-recurrence of complaints to achieve customer satisfaction.

3.0 Roles & Responsibilities

The Contact Center Team is responsible for receipt/registration of the complaint from the customers from any media source (by calling the hotline, or by social media channels).


After receiving the complaint, the Customer Care team is responsible for validating the complaint, then the complaint will be studied to analyze the causes of occurrence and to take appropriate correction and corrective actions with the concerned departments to ensure the non-recurrence of the complaint.

The Contact Customer Service Director & Center Manager is overall responsible for the content of this procedure.

4.0 References

Here you mention what are the references, this document was based on (i.e. Standards, Regulations, Requirements ...etc.)

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|--------------------------------|----------------------------|----|
| Internal Company Policy | Company internal Procedure | NA |
|--------------------------------|----------------------------|----|

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5.0 Definitions & Abbreviations

Definitions:

- Correction:** Action to eliminate/correct a detected complaint .
- Corrective Action:** Action to eliminate the cause of the complaint and to prevent a recurrence.
- Requests:** Customer communication asking for a service or product to be delivered
- Complaints:** Customer communication expressing dissatisfaction regarding a service or product being delivered.

Note :

Maintenance is a request by default, unless the merchant has requested the maintenance or service more than once or “delaying on request is a type of complaint ”.

The complaint depends on various factors such as:

- Tone of Voice
- Repeated Request for the same service within two weeks for requests such as maintenance request, financial request or general geidea-go request. Please refer to the attachment section defining the tickets categorized as complaints.

6.0 Process Model:

6.1 Process Summary


- Process Name: Customer Complaint Handling Procedure
- Process Objective: dealing with customer complaints to take the suitable correction actions as an initiated containment action
- Process Owner:
- Concerned functions: Fin. OPS, Operation & Business
- Applications used: ePOS, GSDK, & MMS
- SLA Statement: to solve all customer complaints with 5 working days.

6.2 Process inputs

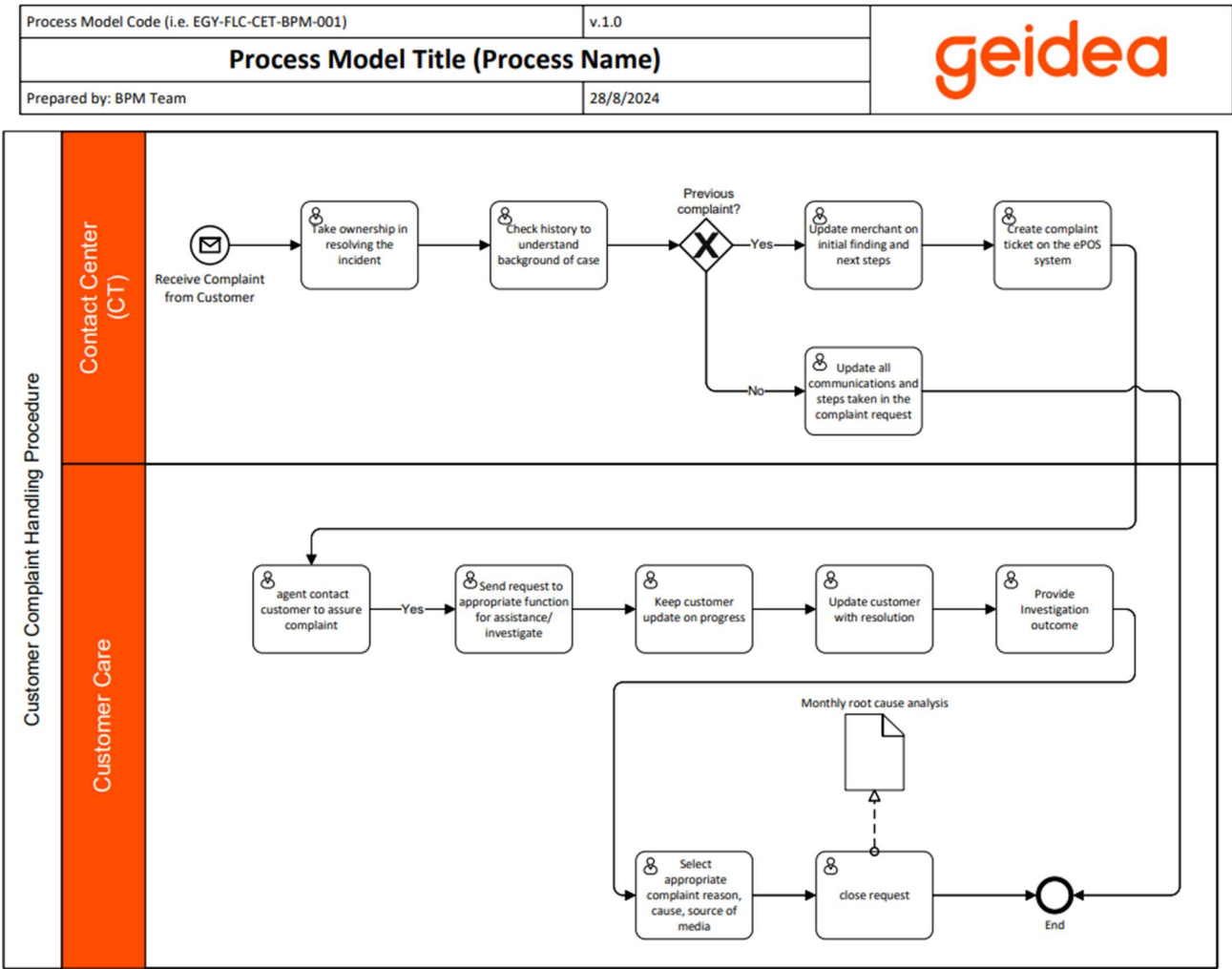
- Customer complaint


6.3 Process Outputs

- Resolved complaint with correction, & corrective action (if applicable)

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6.4 Complaint Handling Process Model:




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6.5 Complaint Handling Process Description (Activity Box)

| # | Process Step | Description | Owner | System used | SLAs | Attachments |
|---|--|---|----------------------|-------------|------|-------------|
| 1 | Receive Complaint from Customer | The Customer/ merchant will reach Geidea in any source of media (by calling the hotline, or by social media channels) to register a complaint. | Customer/ merchant | Genesys | | - |
| 2 | Take ownership in resolving the complaint | The contact center agent will listen carefully to the customer complaint and will verify the issue to resolve the complaint. If the call is related to the Geidea Wallet and Merchant card, then the agent will be able to log into the CMS Helpdesk portal to access the necessary info. | Contact Center Agent | Genesys | | - |
| 3 | Check Records to understand the background of the case | The contact center agent will check the customer's Records on available systems such as (ePOS, MMS & GSDK, CMS Portal & C4C) to understand the background of the case. | Contact Center Agent | | | |

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| 4 | Updates the customer on all communications & steps taken in the complaint request | If there was an existing complaint ticket opened; the contact center agent will update the customer on all communications & steps taken in the complaint request, and the process will end. | Contact Center Agent | | | |
| 5 | Update the merchant on the initial finding & next steps | If there was no existing complaint ticket opened; the contact center agent will update the customer on the initial findings/results such as (previously opened ticket progress/updates or result on it) and take action required to resolve the complaint such as reconciliation & payout validation. If the issue didn't resolve; the agent will update the Customer on the next steps. | Contact Center Agent | | | |
| 6 | Create Complaint ticket on the ePOS system | If the issue didn't resolve; the contact center agent will Create Complaint ticket on the ePOS system and assign it to HDO flag. and provide the customer with the complaint number. | Contact Center Agent | | | |
| 7 | Customer Care Agent will contact the customer to validate the complaint | Once a complaint ticket is opened on the ePOS system, the Customer Care Agent will register the complaint in the C4C system. The Customer Care Agent will check the system every working Day , then will contact | Customer Care Agent | | | |

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| | | the customer to validate the complaint and update the merchant on the resolution time (5 working days) . | | | | |
| 8 | Send a request to the appropriate function for assistance/ investigation | After validating the complaint, Agent will send an email to request the appropriate function for their assistance/ investigation and, will follow up with the function as per the defined Customer Complaint table & SLA. | Customer Care Agent | | | |
| 9 | Keep Customer updated on the progress of the complaint | The Customer Care Agent will update the Customer on the progress of the complaint every 2 days . | Customer Care Agent | | | |
| 10 | Update the customer with the resolution &OR provide the investigation outcome | Once the complaint is resolved; the Customer Care Agent will update the customer with the resolution &OR provide the investigation outcome by calling the merchant, If the merchant is not answering the call, a message will be sent to inform the merchant that we couldn't reach them. | Customer Care Agent | | | |
| 11 | Select the appropriate complaint reason, | The Customer Care Agent selects appropriate complaint reasons, caused by, source of media, and closes the complaint in | Customer Care Agent | | | |

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| | caused by, source of media, and close the request | C4C. Close the ePOS ticket and the process will end. | | | | |
| 12 | Monthly Root Cause Analysis | The Customer Care Agent will extract all the customer complaints monthly to conduct <u>Root Cause Analysis</u> with the concerned function/ stakeholders to make corrective actions plan . | Customer Care Agent | | | |

General Notes:

- The overall objective of complaint handling is to achieve 90% of complaints resolved within 5 working days.
- If a complaint isn't resolved within 5 working days, it will be escalated to the top management (as per escalation matrix) and will be followed up daily.
- Reports will be extracted from SAP C4C system, then will be reviewed, analyzed, & validated depending on its frequency (monthly, quarterly, & yearly).
- For CMS Helpdesk portal – access will be provided to Contact Center agents.

If there is a card transaction dispute, then customer may be required to fill out a dispute form.