Customer Handling Process:

1. **Initial Contact:**
    - Customer reaches out via phone, email, chat, or in-person.
    - Gather necessary information: customer's name, contact details, account number (if applicable), and details of the issue or inquiry.
2. **Issue Assessment:**
    - Evaluate the nature and severity of the issue.
    - Determine if it can be resolved immediately or if escalation is needed.
3. **Resolution Attempt:**
    - If possible, resolve the issue at the first point of contact.
    - If resolution requires further assistance, inform the customer of the next steps.
4. **Escalation if Necessary:**
    - If unable to resolve at the initial level, escalate the issue to the appropriate department or individual.
    - Provide clear documentation of the issue and actions taken so far.
5. **Follow-up:**
    - Follow up with the customer to ensure the resolution was satisfactory.
    - Document the resolution and any feedback provided by the customer.

Timelines:

- **Response Time:** Aim to acknowledge customer inquiries within a specified time frame (e.g., 24 hours for emails, immediate for phone calls).
- **Resolution Time:** Set targets for resolving issues based on their complexity and urgency (e.g., 1-2 business days for minor issues, 3-5 business days for complex issues).
- **Follow-up Time:** After resolution, follow up with the customer within a defined period (e.g., 3 days) to ensure satisfaction and address any lingering concerns.

Escalation Matrix:

1. **(Frontline Support):**
    - Handles initial customer inquiries and basic issue resolution.
2. **(Specialized Support):**
    - Handles complex or escalated issues that require specialized knowledge.
    - May involve technical support, senior customer service representatives, or specialized departments.
3. **(Management Escalation):**
    - Reserved for issues that cannot be resolved by above two support.
    - Involves management or executive-level intervention to provide solutions or address critical concerns.