



## Standard Operating Procedure (SOP)

**Title:** Administration – Communication Protocols  
**Version:** 1  
**Effective Date:** 22 February 2024  
**Prepared by:** Tamara Gray

### 1. Purpose

The purpose of this SOP is to establish clear and consistent communication standards for internal and external interactions at Tamborine Mountain Glades. This SOP outlines the procedures for handling emails, phone calls, and other forms of communication, as well as the protocols for addressing customer inquiries and complaints.

### 2. Scope

This SOP applies to all employees at Tamborine Mountain Glades who engage in communication on behalf of the company, both internally and externally.

### 3. Responsibilities

- **All Employees:** Responsible for adhering to the communication standards and procedures outlined in this SOP.
- **Managers/Supervisors:** Ensure that their teams are trained on and comply with the communication protocols.
- **Customer Service Team:** Handle customer inquiries and complaints in accordance with this SOP.
- **IT Department:** Support the technical aspects of communication tools and ensure secure communication channels.

### 4. Definitions

- **Internal Communication:** Communication between employees within the company, including emails, meetings, and phone calls.
- **External Communication:** Communication with customers, suppliers, partners, and other external parties.
- **Customer Inquiry:** A question or request for information from a customer.
- **Complaint:** A customer's expression of dissatisfaction with a product, service, or experience.

### 5. Procedures

#### 5.1 Standards for Internal Communication

- **Email Communication:**
  - Use company-provided email addresses for all work-related communication.
  - Begin emails with a professional greeting (e.g., "Dear [Name]," or "Hi [Name],").
  - Keep emails concise, clear, and to the point. Use bullet points for clarity where applicable.
  - Use the subject line to clearly indicate the topic or purpose of the email.



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- Respond to internal emails within 24 hours, even if it's just to acknowledge receipt.
- Use "Reply All" only when necessary to avoid cluttering inboxes.
- Confidential information should only be shared with authorized personnel and must be marked as confidential.
- **Phone Communication:**
  - Answer internal calls within three rings.
  - Greet the caller by name and identify yourself at the start of the conversation.
  - Speak clearly and professionally, avoiding slang or jargon.
  - End calls with a summary of any actions to be taken and a polite farewell.
  - Follow up on any verbal agreements or decisions with a confirmation email.
- **Meetings:**
  - Meetings should have a clear agenda circulated in advance.
  - Start and end meetings on time.
  - Take minutes during meetings, capturing key points, decisions, and action items.
  - Distribute meeting minutes to all participants within 24 hours.

## 5.2 Standards for External Communication

- **Email Communication:**
  - Use a professional email signature that includes your name, title, contact information, and company branding.
  - Address external parties respectfully, using appropriate titles (e.g., Mr., Ms., Dr.) unless instructed otherwise.
  - Acknowledge receipt of external emails within 24 hours and provide a timeline for a full response if more time is needed.
  - Use formal language and tone in all external communications.
  - Attach relevant documents or information to emails and reference them clearly in the email body.
  - Before sending, double-check the email for accuracy, grammar, and spelling.
- **Phone Communication:**
  - Answer external calls within three rings with a standard greeting, e.g., "Good morning/afternoon, Tamborine Mountain Glades, [Your Name] speaking, how can I assist you?"
  - Listen actively to the caller's needs and respond accordingly.
  - If you need to transfer the call, explain the reason for the transfer and ensure the caller is connected properly.
  - Take detailed notes during the call, including the caller's name, contact information, and key points discussed.
  - Follow up the call with a confirmation email summarizing the conversation if necessary.
- **Written Communication:**
  - All written external communication, such as letters and reports, should be formatted according to the company's branding guidelines.
  - Ensure that all written communication is reviewed by a manager or supervisor before being sent to ensure accuracy and appropriateness.



### 5.3 Procedures for Handling Customer Inquiries

- **Receiving Inquiries:**
  - All customer inquiries, whether received by phone, email, or in person, should be acknowledged promptly.
  - If the inquiry cannot be resolved immediately, inform the customer of the expected timeline for a response.
- **Logging Inquiries:**
  - Record all customer inquiries in the designated customer service database or log, including details such as the customer's name, contact information, inquiry details, and the date received.
  - Assign the inquiry to the appropriate department or individual for resolution.
- **Responding to Inquiries:**
  - Provide accurate and helpful information in response to customer inquiries.
  - If additional research or escalation is required, keep the customer informed of progress and any delays.
  - Ensure that all inquiries are resolved within the company's standard response time (e.g., within 48 hours).
  - Once the inquiry is resolved, send a follow-up email or call to confirm the customer is satisfied with the response.

### 5.4 Procedures for Handling Customer Complaints

- **Receiving Complaints:**
  - Acknowledge the customer's complaint immediately, expressing empathy and understanding of their concerns.
  - Gather all necessary details about the complaint, including the customer's account of the issue, any relevant order or service details, and their desired resolution.
- **Logging Complaints:**
  - Record the complaint in the customer service database or log, including all details gathered during the initial interaction.
  - Assign the complaint to the appropriate department or individual for investigation and resolution.
- **Investigating Complaints:**
  - Investigate the complaint thoroughly, consulting with relevant departments or individuals as needed.
  - Identify the root cause of the issue and determine the appropriate corrective action.
  - Keep the customer informed throughout the investigation process, providing updates on progress and timelines.
- **Resolving Complaints:**
  - Once a resolution is determined, communicate it to the customer promptly and clearly.
  - If compensation or a corrective action is offered, ensure it is processed efficiently.
  - Follow up with the customer after the resolution to confirm their satisfaction and prevent future issues.



- **Escalating Complaints:**

- If a complaint cannot be resolved at the initial level, escalate it to a manager or supervisor for further review.
- Ensure the customer is informed of the escalation and the expected timeline for resolution.

- **Documenting and Reporting Complaints:**

- Document the resolution of the complaint in the customer service database, including any corrective actions taken.
- Regularly review complaint records to identify trends and areas for improvement in service or processes.

## 6. Guidelines for Effective Communication

- **Clarity:** Ensure all communication is clear, concise, and free of ambiguity.
- **Timeliness:** Respond to all communications promptly, adhering to the company's standard response times.
- **Professionalism:** Maintain a professional tone and demeanor in all communications, both internal and external.
- **Confidentiality:** Handle all communication, especially involving sensitive information, with the utmost confidentiality.
- **Consistency:** Ensure that all employees follow the same communication protocols to present a unified brand image.

## 7. Review and Revision

This SOP should be reviewed annually or as necessary to reflect changes in communication tools, company policy, or customer feedback. Any revisions must be approved by the management team and communicated to all relevant employees.