

 <b>seoreseller.com</b> SMART MARKETING SOLUTIONS	<b>COMPANY POLICY</b>		
	Document Name <b>AM COMMUNICATIONS &amp; RESPONSIVENESS</b>		
Issuer: <b>OPERATIONS DEPARTMENT</b>	Effectively Date: <b>May 31, 2021</b>	Version Number: <b>Version 01</b>	No of pages: <b>5</b>

## **OVERVIEW**

Account Managers (AMs) serve as SEOReseller's primary point of contact for all Partners. They are expected to respond in a timely manner to all communication channels (email, message, phone call, and video call) and must observe the company's set communication protocols and service level agreements (SLA). This includes ample depiction of the brand through proactive touchpoints.

## **SCOPE**

This policy applies to all Account Managers of SEOReseller.

## **IMPLEMENTING GUIDELINES**

### **I. Communication Channel SLAs**

#### **1. Emails:**

- a. AMs must check their email inboxes on the 1<sup>st</sup> 2 hours of their shift, then every 2 hours thereafter. This ensures that all emails are responded to and acknowledged within 4 hours of receipt.
- b. If the AM is engaged in a call or meeting, the 2-hour continuous check should be enough to cover a lapse in response should it occur.
- c. All Partner emails received during the shift should be responded to by the end of the AM shift. Emails received outside the shift must be responded to within 2 hours at the start of the AM's shift the next day.
- d. Partner emails that are addressed to the SDU Manager where the AM is copy furnished must be acknowledged by the AM.
- e. Every after a phone call touchpoint, the AM must send an email summary of what was discussed during the call to the Partner.
- f. All emails sent by AM need to have the official email signature and the link for the Net Promoter Score (NPS) Survey.

#### **2. Chats:**

- a. Chat messages from Partners via Slack, Skype, or other Messaging platforms shall be responded within 2 minutes if received within the AM's shift.
- b. If the AM is unable to reply due to a meeting, call, or break, the status of the AM must be reflected on the chat/messaging platform (if applicable).
- c. Communications through chats should be limited to quick follow-ups and for posing questions. Formal communications pertaining to approval, agreements, and sending of files should be done through email for proper documentation.

#### **3. Phone calls:**

- a. All AMs should follow the ideal touchpoint guidelines as set in the *Account Management Playbook* for the following purposes which should be done through phone call (refer to Annex A):

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1. *Cheerleading*
  2. *Relationship Building*
  3. *Project Requirements*
  4. *Campaign Reviews and Strategy*
  5. *Algorithm Updates*
- b. Unexpected calls and other Partner-initiated calls missed by the AM should be acknowledged within 30 minutes of discovery.
1. A chat or email must be sent to the Partner to acknowledge the call and to determine the reason.
  2. If necessary, a call should be scheduled immediately with the Partner.
4. **Video Meetings**
- a. All AMs are required to have their webcams on at the start of the call. If this leads to difficulty in communication because of the internet bandwidth, the AM should let the partner know after the call intro.
  - b. The AM must be in the scheduled meeting with the Partner at least 5 minutes before the scheduled call if no prior meeting is scheduled. This should allow the AM to check the audio, video, and presentation material to be shared to the Partner.
  - c. All video calls with the Partner should be recorded by the AM and must be saved in an online repository with an accessible link that can be checked by the SDU Manager (SDM).
  - d. The AM must use the company-prescribed virtual background for all video meetings with a Partner.
  - e. For scheduled video call/meetings, the AM shall wait for the Partner for 5 minutes. If the Partner did not show up within 5 minutes, the AM should send a chat/message or email informing him/her of the scheduled meeting.
  - f. If no response is received after 10 minutes (15 minutes after the meeting schedule), the AM may already leave and end the call. An email asking to reschedule the meeting should be sent to the Partner copy furnishing the SDM.
  - g. The recording of the call should be saved in the designated online repository and the touchpoint tracker should be updated.

## II. Out of Office Communication Guidelines

1. In cases when the AM is not available to respond to Partner communication, the Account Manager should follow Out-of-Office (OOO) protocols set for all platforms. The cases when the OOO responses should be used are listed below.
  - a. Undertime for more than 1 hour
  - b. Unscheduled Leave
  - c. Scheduled Leave
  - d. Company-declared Holiday not applicable to Partner's Country
2. The AM shall send an email notification to all Partners if s/he will be on scheduled leave and during holidays at least 5 days before his/her scheduled leave.

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- a. If the AM will be available to respond in some capacity, the AM should outline in the email how s/he can be reached out (through chat, email, etc.).
  - b. The AM shall indicate the duration and reason of his/her unavailability in the email.
  - c. The AM shall endorse the SDM's email and contact details as the alternate contact person who can be reached for urgent needs.
3. The OOO auto-reply email function should also be activated informing all Partners that the AM is on leave the day before the scheduled leave. The SDM should be copy furnished as the recipient of OOO emails addressed to the AM throughout the duration of his/her leave.
  4. Partner emails that require immediate response/action shall be acknowledged by the SDM.
  5. In case of unscheduled leave or an emergency where the AM is unable to send an email notification, the SDM must send an email to all the AM's Partners to inform them that the AM is on leave. All Partners should be BCC-ed on the email.
  6. If there are scheduled meetings that will be affected by the leave, the AM must reschedule the meeting with the Partner. However, for unscheduled leaves, the SDM shall check the AM's calendar to determine if there are meetings that will be affected by the AM's absence. If there are, the SDM shall message or email the concerned Partners.
  7. The AM should set the status of his/her Messaging platforms to "Out of Office" throughout the duration of his/her leave.
  8. The SDM shall endorse all emails that were coordinated by the SDM once the AM reports back to work. The SLA on responding to emails should still be followed.

### III. Internal Operations Communications

1. AMs shall act as the liaison of Partners to the company's service delivery teams and therefore are expected to bridge all requests, enquiries, and expectations to their respective fulfillment teams.
2. In cases where information is needed from OPS, AM needs to coordinate internally using email, chat messaging, and/or calls to get the needed information for their partner within the agreed timeframe of responding.
3. If there is a delay in the responses coming from their OPS counterparts and could compromise AMs SLAs on responding to their Partners:
  - a. AM will send an internal email follow-up of the request, copying the contributors' SDM in the email;
  - b. If within 3 hours AM still hasn't got a response, AM should notify the partner that the information needed is still being worked on and will revert back shortly once information has been received.

### IV. Monitoring Guidelines

1. The Service Delivery Unit Manager (SDM) shall monitor if the SLAs are followed through spot-checks, Partner feedback, and the VOIP call repository.

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2. A regular checking of the AMs' email responsiveness rate should be done by the SDM through the Email Analytics report to check if SLA is adhered to. Depending on the Partners handled by the AM, the following frequency of checking should be followed:
  - a. Weekly for AMs with Tier 1 and Tier 2 Partners
  - b. Bi-monthly for AMs with Key Accounts and Tier 3 Partners
  
3. Should there be non-compliance found during the checking, the SDM should conduct a random check of the following:
  - a. AM's chat history with at least 1 Partner
  - b. AM's recorded video meeting with a Partner
  
4. The *AM Responsiveness Checker* should be filled out by the SDM when conducting a monitoring check.
  - a. The Checker should be updated on a weekly basis every time the SDM conducts monitoring under items 2 and 3.
  - b. SLA compliance data and links for artifacts used as basis should be attached in the checker for proper reference.
  - c. The Operations Manager should conduct random checking of each SDM's Responsiveness Checker to ensure compliance.
  
5. Non-compliance found on the first time shall subject the AM to coaching under the SDM. Failure to adhere to the agreement a second time will already result in a written warning.
  
6. Successive violations of the policy (for more than 2 times) shall subject the AM to the penalties prescribed under the company COC.
  
7. A quarterly unannounced audit will be conducted by Operations Manager to check the overall compliance of Account Managers in the AM Responsiveness protocols and SLAs
  
8. All questions should be cleared through the normal managerial channels and directed to:
  - a. Zhai Barro – Operations Manager
  - b. Cris-Justin Masungsong – Service Delivery Manager
  - c. Teresa Ramos-Igna – Service Delivery Manager
  - d. Karla Yutuk – Service Delivery Manager
  - e. Paolo Durias - Service Delivery Manager

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