SOP: Call and Email Response Time Guidelines

This SOP establishes **call and email response time guidelines** to ensure timely and efficient communication with clients, customers, and internal teams. It defines standard response timeframes for different types of inquiries, prioritizes urgent requests, and outlines procedures for tracking and managing communications. The goal is to enhance customer satisfaction, improve workflow efficiency, and maintain professional standards in all correspondence.

1. Scope

This guideline applies to all employees responsible for responding to external and internal calls and emails.

2. Definitions

- **Response Time:** The time elapsed between receipt of a call/email and the initial reply.
- **Urgent Inquiry:** Any request labeled as urgent or with high business impact.
- **Non-Urgent Inquiry:** Regular business requests that do not require immediate action.

3. Standard Response Timeframes

Inquiry Type	Initial Response Time	Follow-up/Resolution
External Client/Customer (Urgent)	Within 1 business hour	Ongoing updates every 2 hours until resolved
External Client/Customer (Non-Urgent)	Within 4 business hours	Update/Resolution within 1 business day
Internal Inquiry (Urgent)	Within 2 business hours	Update/Resolution within same business day
Internal Inquiry (Non-Urgent)	Within 1 business day	Update/Resolution within 2 business days
General Inquiry	Within 1 business day	As required

4. Prioritization

- Urgent requests must be addressed immediately and escalated if necessary.
- Support staff should flag urgent emails/calls in the system for high-priority handling.
- All team members are expected to check email and call logs at least twice per business day.

5. Procedures

1. Acknowledge receipt of the call/email within the specified timeframes.
2. Assign the inquiry to the appropriate team member if necessary.
3. Log all incoming and outgoing communications within the centralized tracking system.
4. Escalate unresolved urgent issues to the supervisor after the initial response timeframe lapses.
5. Document follow-ups and resolutions for audit and quality control.

6. Tracking & Monitoring

- Use the designated CRM or communication platform to monitor all incoming/outgoing communications.
- Regular audits will be performed to ensure compliance with these guidelines.
- Persistent delays or non-compliance will be addressed according to HR policies.

7. Review & Improvement

- This SOP will be reviewed annually or as required based on business needs.
- Feedback from staff and clients regarding communication effectiveness is encouraged.
- Updates to the SOP will be communicated to all relevant employees.

8. Related Documents

- Customer Service Policy
- Email Etiquette Guidelines
- Escalation Procedures