

CUSTOMER SERVICE AND CONSUMER RELATIONS POLICY

JANUARY 2026

POLICY NUMBER: TMG-SEC-032

APPROVAL AUTHORITY: BOARD OF DIRECTORS



THE MAZI GROUP

1. PURPOSE

This Customer Service and Consumer Relations Policy establishes The Mazi Group's standards for delivering exceptional customer experiences across all touchpoints. Customer satisfaction is fundamental to our success, and this policy ensures consistent, high-quality service for customers of Mazi Beauty, Glam Switch, On The Go Mists, and Upvendo.

2. SCOPE

This policy applies to:

- All customer service interactions
- All channels: phone, email, chat, social media, in-person
- All brands and products
- All customer service employees and contractors
- All geographic markets

3. CUSTOMER SERVICE PRINCIPLES

- **Customer First:** Put the customer at the center of everything we do
- **Responsiveness:** Respond promptly and efficiently
- **Empathy:** Understand and acknowledge customer concerns
- **Resolution:** Solve problems effectively
- **Professionalism:** Maintain courteous, respectful interactions
- **Consistency:** Deliver reliable service across all channels

4. SERVICE STANDARDS

4.1 Response Times

- Phone: Answer within 60 seconds
- Email: Initial response within 24 hours
- Chat: Response within 2 minutes
- Social media: Response within 4 hours (business hours)
- Urgent issues: Escalate immediately

4.2 Resolution Times

- Simple inquiries: Same contact
- Standard issues: Within 48 hours
- Complex issues: Within 5 business days
- Keep customers informed of progress

4.3 Quality Standards

- Accurate information provided
- Complete resolution of issues
- Professional and courteous tone
- Proper documentation
- Follow-up when promised

5. CUSTOMER COMMUNICATION

5.1 Communication Guidelines

- Use clear, simple language
- Be empathetic and understanding
- Listen actively to customer concerns
- Confirm understanding before responding
- Provide complete and accurate information
- Set realistic expectations

5.2 Difficult Situations

- Remain calm and professional
- Acknowledge customer frustration
- Focus on solutions
- Escalate when appropriate
- Never argue with customers
- Document interactions thoroughly

6. RETURNS AND REFUNDS

6.1 Return Policy

- Clear return policies for each brand
- Reasonable return windows
- Easy return process
- Communicate policy clearly

6.2 Refund Processing

- Process refunds promptly
- Refund to original payment method
- Communicate refund timeline
- Document refund reasons

6.3 Exceptions

- Empower agents to make reasonable exceptions
- Escalation path for larger exceptions
- Document exception decisions
- Balance customer satisfaction with business needs

7. COMPLAINTS HANDLING

7.1 Complaint Process

1. Acknowledge complaint promptly
2. Listen and understand the issue
3. Apologize for inconvenience
4. Investigate thoroughly
5. Provide resolution
6. Follow up to ensure satisfaction
7. Document and analyze

7.2 Escalation

- Clear escalation procedures
- Escalate unresolved issues promptly
- Management involvement for serious complaints
- Legal involvement when necessary

7.3 Regulatory Complaints

- Report adverse events per regulatory requirements
- Escalate safety concerns immediately
- Coordinate with Regulatory Affairs
- Document thoroughly

8. PRODUCT SAFETY REPORTS

8.1 Adverse Event Reporting

- Take all safety reports seriously
- Gather complete information
- Escalate to Quality/Regulatory immediately
- Follow adverse event procedures
- Document in detail

8.2 Information to Collect

- Customer contact information
- Product details (name, lot number)
- Description of event
- Medical attention sought
- Photos if available

9. PRIVACY IN CUSTOMER SERVICE

- Verify customer identity before sharing information
- Protect customer data

- Handle privacy requests per TMG-SEC-018
- Do not share customer information inappropriately
- Secure customer communications

10. BRAND-SPECIFIC CONSIDERATIONS

10.1 Mazi Beauty / On The Go Mists

- Product usage guidance
- Ingredient inquiries
- Allergy and sensitivity concerns
- Adverse event reporting

10.2 Glam Switch

- Technical support for device
- App troubleshooting
- AI feature questions
- Warranty support
- Privacy and data questions

10.3 Upvendo

- B2B support for restaurant clients
- Technical support for POS system
- 24/7 support availability
- SLA compliance
- Escalation to account management

11. CUSTOMER FEEDBACK

11.1 Collecting Feedback

- Post-interaction surveys
- Product reviews
- NPS surveys

- Social media monitoring
- Focus groups

11.2 Using Feedback

- Analyze feedback trends
- Share insights with relevant teams
- Drive service improvements
- Inform product development
- Recognize excellent service

12. TRAINING

- Comprehensive onboarding for new agents
- Product knowledge training
- Communication skills training
- Systems training
- Ongoing coaching and development
- Regular refresher training

13. QUALITY ASSURANCE

- Monitor interactions for quality
- Regular quality evaluations
- Coaching based on evaluations
- Track quality metrics
- Continuous improvement

14. METRICS AND REPORTING

14.1 Key Metrics

- Customer satisfaction (CSAT)
- Net Promoter Score (NPS)
- First contact resolution

- Average handle time
- Response time
- Resolution time
- Quality scores

14.2 Reporting

- Regular performance reporting
- Trend analysis
- Issue categorization
- Executive dashboards

15. ROLES AND RESPONSIBILITIES

15.1 Customer Service Agents

- Deliver excellent service
- Follow policies and procedures
- Document interactions
- Escalate appropriately

15.2 Team Leaders

- Coach and develop agents
- Handle escalations
- Monitor performance
- Ensure quality standards

15.3 Customer Service Leadership

- Set service strategy
- Allocate resources
- Drive continuous improvement
- Report on performance

16. RELATED POLICIES

This policy should be read in conjunction with:

- TMG-SEC-002: Product Safety and Quality Control Policy
- TMG-SEC-016: Data Privacy and Protection Policy
- TMG-SEC-018: Consumer Data Rights and CCPA/GDPR Compliance
- TMG-SEC-029: Social Media and Influencer Marketing Policy

17. POLICY REVIEW

This policy shall be:

- Reviewed annually by Customer Service leadership
- Updated based on customer feedback and performance
- Approved by VP Customer Experience
- Communicated to all customer service teams

18. DEFINITIONS

- **CSAT:** Customer Satisfaction Score.
- **NPS:** Net Promoter Score - measure of customer loyalty.
- **FCR:** First Contact Resolution - issues resolved on first contact.
- **SLA:** Service Level Agreement.
- **Adverse Event:** Undesirable experience associated with product use.

For questions about this policy, contact:

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