

CASE FILE:

"SATISFACTION GUARANTEED OR YOUR MONEY BACK" POLICY GUIDELINES



KEEP YOUR COOL WHEN THE CUSTOMER IS HOT



THE POLICY

STG customers have a reasonable time to determine whether they are satisfied with their purchase. If not – and if STG can't find a reasonable way to satisfy them – they are entitled to a full refund or exchange. A customer may return a purchase from any STG unit within 60 days of the purchase date for a full refund or exchange. Even after 60 days, STG will offer to make a customer satisfaction adjustment if a customer is unhappy with his or her purchase. Following the "Satisfaction Guaranteed" Return Guidelines in the STG Guiding Principles, you should make an adjustment that the customer will consider fair.

Q. WHAT STEPS SHOULD BE TAKEN TO SATISFY THE CUSTOMER?

A. First, offer to satisfy the customer within the framework outlined in the STG Guiding Principles on which your manager has trained you. If the customer is not satisfied with the recommended solution, ask what would satisfy the customer and consult the options in the Guiding Principles, complete the transaction. If not, introduce your manager. Remember, the customer is the sole judge of whether he or she is satisfied.