

# Golden rules: Customer service

To ensure the service quality at Praxis & Brico, there are a number of service standards that apply across the platform.



## Customer Messages

We are a customer-centric company – Our customers are at the heart of our business. We are an open, active and positive company and we expect our partners to be the same with the customers.

- Check Mirakl daily to address customer messages
- All communication must be done via Mirakl
- It's mandatory to respond to customer messages within 24 hours
  - Even if you don't have a solution to the problem yet
  - Don't forget to update the customer when you have found a solution
- Automatic replies to messages are prohibited
- Customer invoices can be requested by the customer and need to be issued by the partner:
  - Please send a VAT Invoice on request
  - When selling cross-border, please take into account the rules that apply to the EU Intra-Community VAT



## Return and Shipping Policies

- Free shipping and free returns are mandatory
- In the order you can check if the customer is a member. Loyalty: yes = 90 days return policy. Loyalty: No – 30 days return policy
- Return labels need to be provided by the partner and must be processed within 3 working days:
  - It's recommended to add a return label in the box or to send a prepaid return QR-code on request
- For initial pallet deliveries, a pickup needs to be arranged (not allowed to charge the customer)
- If an order has been cancelled while already being on the way to the customer, a return label needs to be provided to the customer
- All orders should have a Track & Trace or they will be considered "too late"
- When a customer receives a defective/damaged product, provide a complete solution from which the customer can choose. For example, depending on the situation, suggest the following options:
  - Replace the damaged/defective product free of charge
  - Offer a refund
  - Offer a reasonable discount (partial refund in Mirakl is possible)



## Refunds

- Refunds must be processed within 3 business days
- All refunds must be refunded within Mirakl:
  - A partial refund is possible
  - An order will be "Closed" in Mirakl after 180 days. Any refund due to a warranty will need to be manually transferred to the customer.



## Incidents

- Check Mirakl daily to address incidents
- There are two types of incidents; automatic incidents and manual incidents
- Automatic incidents are triggered automatically when a customer reports that
  - A product was delivered broken or not at all
  - A part of the product was incomplete
- Manual incidents are created by our customer service when further intervention is required to assist the customer. A manual incident may be created in the following situations
  - The partner has not responded to the customer's messages within 24 hours (business days)
  - Charging return costs while free returns applies
  - The return period is not respected
  - Refusing to provide correct invoices
  - Failing to offer a reasonable solution to the customer
  - Excessive communication is needed to resolve the issue
  - If more than 5 messages are required to reach a solution, an incident may be created to move the process more efficiently.
- In these cases, our CS team is authorized to take action to ensure a timely and fair resolution for the customer.
- The partner won't be paid as long as the incident hasn't been resolved:
  - Don't forget to close the incident once it has been resolved
  - Only then will the partner receive the payment for that order
  - Please make sure to keep the customer updated in case it takes longer to solve the incident
- When an incident has been closed by the partner, Customer Service Maxeda will do a final check



## Key Performance Indicators

Below are important KPIs that our partners should aim for:

- 95% of all orders are shipped on time
- Incident rate < 4%
- 95% of all replies to customers must be done within 24 hours (on business days)

**!! Not respecting the KPIs can lead to sanctions and (temporary) suspension of your account !!**