

	<h1 style="text-align: center;">Guidelines in Telemarketing and Booking Solicitation</h1> <h2 style="text-align: center;">Policies and Procedures</h2>		<p>Document Number:</p> <p style="text-align: center;">2P-CXD-02.09</p>
	<p>Department:</p> <p style="text-align: center;">Customer Experience</p>	<p>Effective Date:</p> <p style="text-align: center;">November 16, 2022</p>	<p>Revision No</p> <p style="text-align: center;">3</p>

Scope

These are the procedure and guidelines for telemarketing and booking solicitation, which starts from probing of prospective accounts for telemarketing and calling of existing accounts for booking solicitation and encoding to CRM.

Guidelines:

1. Telemarketing/booking solicitation shall be done on a daily basis through phone calls, chat rooms, Viber and other platforms such as social media (Instagram, Facebook, and Messenger).
2. The following information shall be obtained from the customer by the Customer Experience Specialist (CXS) during probing:
 - Contact details of Customer/Shipper
 - Existing providers (if the client is willing to provide)
 - Requirements such as destination, commodity, frequency, volume
 - Special handling requirements
3. After a potential customer is probed, if found with considerable volume, CXS shall forward all information to Sales/BDM for further probing and actual visit.
4. Each CXS shall have a total of at least:
 - 200 booking solicitation/telemarketing per month.
5. All telemarketing/booking solicitation shall be encoded to the Customer Relation Management (CRM).

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