Customer Service Standards Kit

LoftyBiz 042 · Customers & Retention · Reply times, scripts and promises you can keep

These are examples, not promises. Figures are illustrations, not a required result for your business, and not a promise that the same numbers will appear in your shop. General business education, not legal, financial or tax advice.

Set three simple standards: how fast you answer, what your team says, and which promises you make. Keep the playbook, the inbox rota and the weekly numbers in Systex, our own product at loftybiz.net.

1. Reply times and promises you can keep

Measure first. Set a reply-time standard for each channel. Make specific promises you can keep. Give every hour an owner. Check the numbers every week.

Channel	Opening-hours standard (example)	After hours (example)
WhatsApp and phone	First reply in 15 minutes	Automatic message: we will reply by 8 am
Email and website	First reply in 4 hours	Automatic message: we will reply by 8 am
Your channel: _____	_____	_____

Vague vs specific promises (rewrite yours):

Vague (cross out)	Specific, and you can keep it
We'll come in the morning.	Your cleaner arrives between 8 and 10.
We'll call you soon.	_____
_____	_____

2. Scripts for the moments that matter

Find your top ten customer moments. For each one write three parts: what to say, what to ask, and what you are allowed to promise. Staff use their own words; the script makes sure the important parts are always there. Start complaints on the customer's side. Write down when to call the owner. Practise for ten minutes every Monday.

Moment	Say	Ask	Promise (only what you can keep)
Where's my phone?	Give the status and the next step.	Anything else you need from the customer?	It'll be ready by four, and I'll message you.
How long will it take?	_____	_____	_____
I want my money back	_____	_____	_____
_____	_____	_____	_____

Complaint first sentence (example): “That's not okay, and I'd be upset too. Tell me exactly what happened.”

Call the owner the same day if: a refund above your limit (example: $50), a safety problem, or a customer who mentions a lawyer.

Worked examples from the lesson

Item	Selam (Addis Ababa cleaning company)	Diego (Quito repair shop)
Setting	Addis Ababa · 14 cleaners, about 300 jobs a month, $35 average job	Quito · phone and laptop repair, about 400 devices a month, $45 each, 5 staff
What she / he changed	Logged every message for a week. Set 15 minutes for WhatsApp and phone, 4 hours for email. Specific arrival windows (8–10). One person on the inbox each shift. Weekly scorecard.	Top ten moments covered about 80% of conversations. A short script for each (say, ask, promise). First sentence for complaints. Written limits for when to call the owner. Monday role play.
Results in this example	First reply 6 hours → 12 minutes. Unanswered 1 in 5 → almost none. On time 96%. About +45 jobs a month, more than $1,500, from the same enquiries.	Complaints 25 → 9 a month. Repeat customers 3 in 10 → more than 4 in 10. About +45 repairs, roughly $2,000. Training 3 weeks → 1 week.

This week

Log every customer message for 7 days with the time of the first reply. Set a reply-time standard for each channel. Rewrite your 3 vaguest promises. List your top 10 moments and write scripts for the first 3. Put one person on the inbox every shift. Put the playbook, the rota and the weekly numbers into Systex.

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