
Ezytrail Customer Service Policy & Procedure

Internal policy and procedure

1. Purpose

This policy outlines Ezytrail's commitment to providing consistent, professional and timely customer service throughout the customer journey. It provides guidance for Ezytrail team members on customer communication, service expectations, record keeping, feedback and escalation.

2. Our Customer Service Commitment

At Ezytrail, we are committed to:

- Treating customers with respect, empathy and professionalism
- Providing clear and honest information
- Communicating in a timely manner
- Acknowledging customer enquiries and concerns within 24-48 business hours where reasonably possible
- Keeping customers informed where a matter requires further investigation
- Providing accurate information about our products, processes and expected timeframes
- Handling customer information appropriately and confidentially
- Using customer feedback to improve our products, services and processes

3. Staff Code of Conduct - Customer Interaction

When communicating with customers, Ezytrail team members are expected to:

- Remain professional, courteous and respectful
- Listen carefully to customer concerns
- Avoid making commitments that have not been approved or confirmed
- Provide realistic timeframes rather than promising an outcome that cannot be guaranteed
- Be honest about delays, further investigation or information that is still being confirmed
- Record relevant customer interactions and agreed actions
- Escalate matters where they fall outside their authority or require specialist input
- Protect confidential and personal customer information

4. Customer Journey Expectations

Pre-Purchase

Customers should be provided with clear information relating to:

- Product specifications and layouts
- Standard inclusions and available options
- Pricing
- Payment and deposit requirements
- Estimated delivery timeframes
- Any applicable promotional or sales conditions
- Relevant product limitations or requirements where known

Staff should avoid providing information that is misleading or cannot reasonably be supported.

Order and Purchase

Customers should receive appropriate documentation relating to their purchase, including:

- Sales or purchase documentation
- Agreed specifications and options
- Estimated delivery information
- Payment requirements
- Relevant terms and conditions
- A suitable point of contact where applicable

Estimated delivery dates should be clearly communicated as estimates where timing remains subject to production, freight, supplier or other external factors.

Pre-Delivery

Prior to handover, customers should receive relevant information relating to handover scheduling, required payments, registration or documentation requirements, pre-delivery requirements and any outstanding agreed items where applicable.

Delivery and Handover

The handover process should aim to provide customers with the information reasonably required to operate and understand their caravan. This may include a product walkthrough, key operational information, owner manuals or supporting documentation, warranty information, relevant contact details and an explanation of how to request assistance after delivery.

Post-Purchase Support

Customers should be provided with access to appropriate support channels for general product enquiries, technical enquiries, warranty claims, spare parts, customer service concerns and complaints.

Where a matter needs to be referred to another department or branch, relevant information should be handed over internally wherever reasonably possible so the customer is not unnecessarily required to repeat their concerns.

5. Enquiry and Follow-Up Expectations

Customer enquiries should be acknowledged within 24-48 business hours where reasonably possible. An acknowledgement does not necessarily mean the enquiry will be fully resolved within that period.

Where additional investigation, technical advice, parts information or internal approval is required, the customer should be advised that further follow-up is required.

Sales and customer enquiries should be followed up in accordance with Ezytrail's current internal processes and customer communication standards.

6. Warranty and Technical Enquiries

Warranty and technical matters may require information such as VIN, photos or videos, service history, repairer reports, inspection, technical testing or further product information.

Customers should be informed where additional assessment is required before an outcome can be provided. Customer Service and Customer Experience staff should not provide technical findings or approve warranty outcomes outside their level of authority.

7. Complaints and Escalation

Customer concerns should be handled at the lowest appropriate level wherever possible, with clear ownership at each stage.

Standard showroom escalation pathway

Sales Consultant / Team Member > Assistant Manager > Branch Manager > Customer Experience Team > Customer Experience Manager

Sales Consultant / Team Member

The team member receiving the concern should listen, gather the relevant information and attempt to assist within their authority. Where the concern cannot be resolved, it should be escalated to the Assistant Manager.

Assistant Manager

The Assistant Manager is the first management escalation point for unresolved showroom concerns. They should review the history, clarify the desired outcome and determine whether the matter can be resolved locally or requires Branch Manager involvement.

Branch Manager

The Branch Manager is responsible for branch-level review and resolution. Where the issue cannot reasonably be resolved at branch level, requires cross-department coordination, or presents broader customer experience risk, it should be referred to the Customer Experience Team.

Customer Experience Team

Customer Experience will coordinate complex or escalated matters, including those involving multiple departments, repeated concerns, significant dissatisfaction or matters requiring Head Office oversight.

Customer Experience Manager

The Customer Experience Manager is the further internal escalation point for serious, complex or unresolved matters and may coordinate review with senior management or other relevant departments.

Ezytrail may escalate a matter at any stage where the nature or seriousness of the concern requires it. Matters involving safety, compliance, legal proceedings, regulators or significant risk should not be delayed simply to follow each escalation level in sequence.

Formal complaints should otherwise be managed in accordance with the Ezytrail Customer Complaints Policy.

8. Documenting Customer Interactions and Feedback

Relevant customer interactions should be documented within Ezytrail's approved systems. This may include information received through:

- Telephone calls
- Emails
- Website enquiries
- Customer feedback forms and surveys
- Warranty correspondence
- Branch interactions
- Online reviews
- Complaints
- Other approved customer communication channels

Records should be clear, factual and sufficient for another team member to understand the history of the matter and any outstanding actions.

9. Customer Feedback and Continuous Improvement

Customer feedback is used to identify opportunities to improve Ezytrail's products, processes, training and customer experience.

Customer feedback and complaint trends may be reviewed through regular operational reporting, with broader trends escalated to relevant departments and management as required.

Feedback may include:

- Customer surveys
- Complaints
- Compliments
- Online reviews
- Warranty trends
- Customer service enquiries
- Branch feedback
- Sales and post-purchase feedback

Where recurring issues are identified, relevant departments should consider whether corrective or preventative action is required.

10. Privacy and Data Protection

Customer information must be handled securely and only used or shared for legitimate business purposes. Ezytrail is committed to handling personal information in accordance with its Privacy Policy and applicable Australian privacy obligations.

Customers may request access to or correction of personal information held by Ezytrail, subject to applicable legal requirements. Privacy-related enquiries should be referred to the appropriate internal contact or customerservice@ezytrail.com.au.

11. Internal Escalation and Accountability

Employees are expected to follow this policy and Ezytrail's supporting procedures. Where customer service expectations are not being met, this may result in coaching or additional training, process review, management involvement, departmental escalation or corrective action where appropriate.

The purpose of escalation is to improve service outcomes and ensure issues are appropriately addressed.

12. Review of This Policy

This policy will be reviewed annually, or earlier where changes to Ezytrail's operations, processes or regulatory obligations require it.