STANDARD OPERATING PROCEDURE (SOP)

<u>For Store In-Charge – Sales Conversion through AllDone Leads</u>

1. Lead Response & Timeline

• All leads (WhatsApp, calls, referrals) must be contacted within 5–10 minutes.

• First attempt: Make a normal call.

• If unanswered → send a polite WhatsApp message and attempt a WhatsApp call.

• If WhatsApp call not answered → retry with a normal call.

2. Call Attempts Policy

• Each lead must be contacted at least 4 times before marking as Not Qualified:

• 1. Same Day – Immediate attempt + retry after 1 hour

• 2. Next Day – One follow-up attempt

• 3. After 2 Days – Final attempt

3. Lead Information Recording

• All leads must be updated in the AllDone Lead Sheet with:

• - Customer Name & Contact Number

• - Location & Distance (for service feasibility)

• - Service Requested (Laundry / Dry Cleaning / House Cleaning)

• - Customer Requirements / Notes (e.g., express delivery, special stains)

• - Call Summary & Outcome (Interested, Not Reachable, Asked to Call Later, Not Interested)

• - Next Follow-Up Date/Time

4. Customer Communication Guidelines

• Introduction Script:

• "Hello, this is [Name] from AllDone Laundry. We provide Laundry, Dry Cleaning, and House Cleaning services with free pickup & delivery."

• Service Highlights:

• - Free Pickup & Delivery (where applicable)

• - Fabric-Friendly Detergents

• - Professional Stain Removal for Dry Cleaning

• - Trained & Verified House Cleaning Staff

• Handling Hesitation:

• - Offer Standard vs. Express Delivery

• - Offer Per-Piece vs. Subscription Packages

• - Offer Flexible House Cleaning Slots

• Always maintain polite, positive, and professional communication.

5. Lead Qualification Rules

• Mark lead as Not Qualified only if:

• - Not reachable after 3 attempts

• - Not interested even after explanation

• - Location is out of AllDone service area

• Otherwise, categorize leads as:

• - Hot Lead – Ready to book immediately

• - Warm Lead – Interested but needs time

- - Cold Lead – Future potential

6. Reporting & Tracking

- All telecallers must update the Lead Sheet by end of day.

- Categories: Hot | Warm | Cold | Not Qualified

- Daily Performance Summary to be shared with Team Lead including:

- - Calls Made

- - Leads Converted

- - Follow-Ups Scheduled

- Unresponsive customers → handed to AllDone Telecallers Team for retry.

7. Escalation & Handover

- If customer requests pricing details, packages, or queries beyond telecaller scope → Escalate to AllDone Team.

- Confirmed leads must be handed over to Operations Team for pickup scheduling.

8. Professionalism & Compliance

- Use only official AllDone WhatsApp number & calling system.

- Never use personal WhatsApp for customer communication.

- Maintain customer data confidentiality.

- Respect DND requests – update lead status as Do Not Call.

- Non-compliance may result in campaign suspension without notice as each lead costs the brand.

STANDARD OPERATING PROCEDURE (SOP)

AllDone Laundromat – Store Operations

1. Garment Pickup & Check-in

• Pickup staff must reach customer location on scheduled time.

• Verify garments against pickup order slip / app entry.

• Provide pickup receipt (digital or paper).

• Update CRM system immediately to log garments received.

• TAT starts at time of pickup entry in the system.

2. Receiving at Store

• Count & cross-check garments with receipt.

• Tag each garment with unique barcode/number.

• Sort by service type (Laundry, Dry Clean, Premium Care) and color/fabric.

• Update status in CRM as 'Received & Tagged'.

• No garment should enter machine without tagging.

3. Pre-Wash Inspection & Treatment

• Inspect garments for stains, tears, missing buttons.

• Check for special instructions (e.g., delicate fabrics).

• Apply spot/stain treatment using approved eco-friendly chemicals.

• Record observations in CRM for customer reference.

4. Washing & Drying Process

• Load garments as per machine capacity (avoid overloading).

• Select wash program based on fabric type & service chosen.

• Use only IFB-approved detergents and chemicals.

• After wash, transfer garments to dryers immediately.

5. Pressing, Folding & Quality Check

- Iron/press garments as per fabric type.

- Conduct secondary inspection for stains/damages.

- Fold neatly / hang garments as required.

- Pack using AllDone branded covers & materials.

- Group customer-wise with tags visible.

6. Delivery & Handover

- Verify garments against customer order before delivery.

- Collect pending payment if COD.

- Obtain digital signature / OTP confirmation from customer.

- Update CRM as 'Delivered'.

- Turnaround Time: Standard orders within 24 hours.

7. Worker Management & Roles

- Shift rotation for washing, pressing, delivery to avoid overload.

- Provide workers 1 tea break (15 min) + 1 meal break (30 min) per shift.

- Workers must wear gloves, masks, and aprons for hygiene & safety.

- Monthly training sessions on stain removal, machine care, and etiquette.

8. Customer Experience Standards

- Send status updates via WhatsApp/SMS (Picked → Processing → Ready → Out for Delivery).

- Ensure zero garment mismatch using barcoding.

- Handle complaints within 12 hours with resolution/update.

- Offer loyalty packages and subscription reminders.

9. Escalation & Exceptions

• If garment damage detected: inform customer with photo proof and follow brand policy.

• If stain not removable: inform customer transparently at delivery.

• If delay beyond 24 hrs: notify customer at least 6 hrs before delivery time.

10. Monitoring & Reporting

• Store In-Charge must submit end-of-day report in CRM.

• Track KPIs: 95% on-time delivery, <2% complaints, zero garment loss/mismatch.

• Weekly staff performance review required.

Staff Daily/Weekly Reporting Format

AllDone Laundromat – Staff Performance Report based on Roles and Responsibilities.

1. **Front Office Executive**
2. **Runner (Pickup & Drop)**
3. **Washerman (Machine Operator)**
4. **Iron Man (Pressing & Finishing Staff)**
5. Dashboard (Auto Summary by Store In-Charge)

☐ Section A: Employee Details

• Name: _____
• Employee ID: _____
• Designation: _____
• Reporting Date: _____
• Store Location: _____

📌 Section B: KPI & KRA Performance

1. Front Office Executive

KRA: Customer handling, order entry, cash collection, issue resolution.
KPI Metrics:

- No. of Walk-in Customers Attended: _____
- No. of Calls Answered / Missed: _____
- Orders Booked in CRM: _____
- Payments Collected (Cash/Card/UPI): _____
- Complaints Resolved: _____
- Customer Feedback Score (1–5): _____
  Record and Track Daily Petty Cash _____
  Maintain daily store expenses _____

✅**Remarks / Challenges:** _____

2. Runner (Pickup & Drop Staff)

KRA: Timely pickup/delivery, receipt handling, customer updates.
KPI Metrics:

- No. of Pickups Completed: _____
- No. of Deliveries Completed: _____
- On-Time Delivery %: _____
- Distance Covered (KM): _____
- Customer OTP Confirmations Collected: _____
- Delays / Missed Deliveries: _____

✅**Remarks / Challenges:** _____

3. Washerman (Machine Operator)

KRA: Washing, stain removal, machine handling, chemical usage.
KPI Metrics:

- Loads Washed Today: _____
- Avg. Load per Machine: _____
- Stains Treated Successfully: _____
- Chemical Usage Recorded: _____
- Machine Downtime (mins): _____
- Rewash Cases (if any): _____

✅**Remarks / Challenges:** _____

4. Iron Man (Pressing & Finishing Staff)

KRA: Garment pressing, folding, packing, QC check.
KPI Metrics:

- Garments Ironed/Pressed: _____
- Packing Completed (Orders): _____
- QC Failures (Re-press required): _____
- Damaged Items (if any): _____
- Avg. Time per Garment (mins): _____

✅**Remarks / Challenges:** _____

Section C: Overall Reporting Summary

- Total Orders Processed (Store Level): _____
- Total Orders Delivered: _____
- Customer Complaints Received: _____
- Complaints Resolved Same Day: _____
- Suggestions for Improvement: _____

Section D: Supervisor's Review

- Supervisor's Comments: _____
- Signature of Store In-Charge: _____ Date: _____

This format ensures **role-wise accountability**, tracks **operational efficiency**, and supports **customer satisfaction goals**.