CRM EXECUTIVE PLAYBOOK

CRM Executive

JD | SOPs | Policies | Registers | Formats

Use: This document is the operating manual for the CRM Executive (CRM-EXE). Follow the Swara Authority & Escalation Matrix strictly. If an approval is not in writing (ERP/email/WhatsApp screenshot attached), it is treated as **NOT** approved.

Playbook Outputs (Must)	Evidence / File Location (suggested)
CRM Executive Job Description (JD) + KPI Scorecard	00__Admin & Governance / HR / JDs
CRM Executive SOPs (SOP-01 to SOP-18) - one-by-one	10__Sales & CRM / SOPs / CRM Executive
CRM Executive Policies (POL-01 to POL-12) - one-by-one	00__Admin & Governance / Policies / CRM
CRM Executive Registers (REG-01 to REG-18) - printable templates	10__Sales & CRM / Registers / CRM
CRM Executive Formats/Templates (FMT-01 to FMT-20) - printable templates	10__Sales & CRM / Formats / CRM
Escalation Ladder + Mandatory Message Format	00__Admin & Governance / Escalations

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How to use: How to use: Print registers & formats for customer files. Keep scans in the project folder. If a record is missing, treat it as a risk and escalate. This playbook is designed to be auditable - keep evidence.

1. Role Overview & Job Description (CRM Executive)

1.1 Role summary

Own the end-to-end customer journey from booking to possession and post-handover support. The CRM Executive ensures that every customer document, payment receipt, commitment, complaint, handover proof, and DLP closure is recorded and retrievable. The job is not only service - it is compliance, evidence, and risk control.

1.2 Reporting & interfaces

- **Reports to:** CRM Manager / Customer Relations (CRM)
- **Dotted line:** Sales Manager (booking coordination), Accounts Officer/Chief Accountant (receipts allocation & dues), Project Manager (Site) for handover coordination, Legal Officer for notices/agreements
- **Works closely with:** Sales Executives, Site Engineer/SSE (snags), Safety Officer (if complaint is safety-related), IT/ERP Coordinator (access/support)

1.3 Authority boundary (must follow)

- Cannot accept cash or personal transfers (bank-only policy).
- Cannot approve discounts, waivers, refunds, or any price deviation - only route through approval matrix.
- Cannot commit possession date, approvals status, or amenities unless approved in writing.
- Cannot send legal response drafts - Legal Officer owns legal replies; CRM only provides evidence.
- Must escalate unresolved customer complaints >48 hours (or earlier if legal risk).

1.4 Core responsibilities

- Open and maintain customer files (digital + physical) with correct naming and indexing.
- Collect and verify KYC/documents; maintain document checklist tracker and follow-ups.
- Acknowledge receipts only after bank confirmation; allocate receipts correctly in ERP and reconcile daily.
- Run milestone reminders and ageing follow-up discipline; keep evidence of reminders.
- Maintain communication log and ensure only approved information is shared.
- Operate complaint ticketing system with SLA and escalation register.
- Coordinate change requests, cancellations/refunds through documented approvals.
- Coordinate possession readiness, appointment scheduling, handover proofs and handover kit distribution.

- Track snags (pre-handover) and DLP complaints (post-handover) until closure with evidence and customer confirmation.
- Maintain audit-ready registers and support internal/external audits.

1.5 Daily / Weekly / Monthly routine

Daily

- Check new receipts received; send acknowledgements only after verification; update CRM REG-03 and REG-04.
- Update CRM/ERP notes and communication log (CRM REG-06) for all key calls/messages.
- Review open complaints/tickets; follow up with owners; update CRM REG-07 and raise escalation if needed.
- Run payment reminder actions for due/overdue customers; log follow-up evidence.
- Scan and upload any signed documents received that day; ensure file completeness.

Weekly

- Share ageing summary and high-risk list with Sales Manager/CRM Manager (CRM REG-05).
- Conduct complaint review meeting: open >7 days, repeating issues, action plan.
- Review pending documentation >7 days and coordinate escalation with Sales team.
- Check pending change requests and approvals status (CRM REG-09).

Monthly

- Send construction update dispatch as per approved note; record evidence (CRM REG-11).
- Random file audit: verify 5-10 customer files for missing evidence; close gaps.
- Prepare customer satisfaction/feedback summary and insights (CRM REG-17).

1.6 KPI scorecard (sample)

KPI	Target / Standard	Evidence
Receipt allocation accuracy	100% bank receipts allocated correctly in ERP same day	CRM REG-04 + ERP reports
Customer response SLA	First response within 2 working hours (or as SLA)	CRM REG-06 (communication log)
Complaint closure SLA	80% closed within 72 hours; 100% escalated before 48 hrs if stuck	CRM REG-07 + CRM REG-08
Documentation completeness	95% files complete before agreement; 100% before possession	CRM REG-02 (doc tracker)
Collections ageing control (support)	Weekly ageing report shared; no missed reminders	CRM REG-05
Cancellation/refund cycle time	All refund files processed within internal SLA (documentation complete)	CRM REG-10 + approvals trail

Handover success rate	Possession scheduled only after dues clearance; minimal re-visits	CRM REG-12 + CRM REG-13
DLP closure performance	DLP complaints acknowledged same day; closure within defined SLA	CRM REG-15

1.7 Tools & working standards

- ERP/CRM: customer master, receipts allocation, milestone tracking (role-based access).
- Document scanning + structured folder naming (as per CRM POL-05).
- WhatsApp Business / Email templates for consistent communication (approved templates only).
- Excel trackers for ageing, complaints and possession batches (if ERP reports are limited).

2. Phase Map (Phase 0-11) - CRM responsibilities & evidence

This map ensures CRM work is aligned with the company phase-gate system. Treat every phase output as auditable evidence.

Phase	CRM Executive responsibilities (what to do)	Evidence (registers / formats)
Phase 0 - Governance & Setup	Set up CRM file structure, registers, templates and SLA. Confirm ERP/CRM workflow, user access, and maker-checker for receipts. Create escalation contacts list.	CRM POL-02, CRM REG-01, CRM REG-06, CRM FMT-10
Phase 1 - Due Diligence (support)	Create project communication disclaimer file (RERA/approvals status). Map stakeholder/customer categories and define documentation requirements early (KYC, PAN, address proof).	CRM POL-02, CRM REG-02, CRM FMT-02
Phase 2 - Feasibility & Offer Structuring	Receive final approved rate card, payment schedule logic, and scheme rules from Sales Head. Set up customer payment milestone template and collections calendar. Ensure only approved material is shared.	CRM POL-02, CRM REG-03, CRM FMT-04
Phase 3 - Stakeholder/Society Process (if redevelopment)	Support member communication tracking (queries, documents, loan NOCs) and maintain audit trail of notices/updates shared. Coordinate with Legal for standard replies.	CRM REG-06, CRM REG-08, CRM FMT-07
Phase 4 - Agreements & Legal Closure	Coordinate customer/member document collection and signing schedule. Ensure names match PAN/Aadhaar/agreements. Scan and archive executed documents within 24 hours.	CRM REG-02, CRM FMT-07, CRM FMT-01
Phase 5 - Design Finalisation	Maintain controlled version of brochure/specs shared with customers. Handle change communication only after approval; log every change request.	CRM POL-08, CRM REG-09, CRM FMT-08
Phase 6 - Approvals & RERA	Ensure RERA details, carpet area and disclaimers are correct in customer communication. Do not share unapproved possession dates or amenities. Keep approvals status statement updated.	CRM POL-02, CRM FMT-06, CRM REG-11
Phase 7 - Vacate/Transit (if redevelopment)	Assist communication for transit rent/corpus schedules as per agreement; maintain ledger visibility for members; route disputes to Legal/PM-HO.	CRM REG-06, CRM REG-08, CRM FMT-10
Phase 8 - Demolition & Enabling Works	Send milestone updates to stakeholders/customers using approved format; handle complaints about noise/dust via escalation route.	CRM REG-11, CRM REG-07
Phase 9 - Construction Execution	Monthly construction updates, coordinate customer site visits as permitted, track payment milestones and ageing, manage complaints and change requests.	CRM REG-05, CRM REG-07, CRM REG-09, CRM FMT-06

Phase	CRM Executive responsibilities (what to do)	Evidence (registers / formats)
Phase 10 - Completion, Possession & Close-out	Run possession readiness: dues clearance, meter readings, handover kit, keys. Schedule handover appointment and close snag items before possession.	CRM REG-12 to REG-14, CRM FMT-13 to FMT-16
Phase 11 - DLP / Post-Handover	Manage DLP complaint tickets, coordinate rectification with site team/vendor, record closure evidence and customer confirmation.	CRM REG-15, CRM FMT-17, CRM FMT-18

3. SOPs (In-depth, One-by-One)

Follow SOPs exactly. Keep evidence (register entries, approvals screenshots, and signed formats) in the customer file.

CRM SOP-01: Customer File Opening & CRM ID Creation

Objective: Create an audit-ready customer file immediately after booking/token so that no document, receipt, or commitment is lost.

Trigger / Frequency: When customer pays token/booking amount OR when Sales shares booking confirmation.

Inputs:

- Booking form / customer details from Sales
- Unit selection details (project, wing, floor, unit)
- Customer contact details (phone, email)
- Token/booking payment reference (bank)

Step-by-step:

[ ] Create CRM/ERP customer ID and assign file number (format: Project-Unit-CustID).

[ ] Create digital folder structure (Customer File > KYC > Receipts > Communications > Agreements > Handover > DLP).

[ ] Print and attach Customer File Cover Sheet (CRM FMT-01) to physical file; write file number on spine.

[ ] Enter customer details in Customer Master Register (CRM REG-01).

[ ] Open Document Checklist Tracker (CRM REG-02) for the customer and mark pending items with due dates.

[ ] Share welcome message + document list to customer using approved template (CRM FMT-02).

Outputs / Evidence:

- Customer file created (digital + physical)
- Customer ID visible in CRM/ERP
- Document tracker opened with due dates

Registers / Formats used: CRM REG-01, CRM REG-02, CRM FMT-01, CRM FMT-02

Escalations:

- If booking is shared without bank reference -> ask Sales/Accounts immediately; do not acknowledge until verified.
- If customer name differs from PAN/Aadhaar -> flag to Sales + Legal before any agreement draft.

Notes / Do not skip:

- File opening must happen within same day to avoid documentation loss and dispute risk.

CRM SOP-02: Booking Document Checklist & KYC Verification

Objective: Collect and verify KYC and booking documents early so agreement and loan processing do not get stuck.

Trigger / Frequency: Within 48 hours of token/booking OR before issuing agreement draft / loan kit.

Inputs:

- KYC documents (PAN, Aadhaar, address proof)
- Photographs (as required)
- Co-applicant/joint owner details
- Nominee details (if applicable)

Step-by-step:

[ ] Share KYC list and acceptable document types (CRM FMT-02).
[ ] Receive documents only via official channels; scan and upload to customer folder.
[ ] Verify name spelling, DOB, address consistency; note any mismatch in CRM REG-02 remarks column.
[ ] For joint ownership: collect all co-owner documents; confirm signing authority.
[ ] If loan case: create Bank/Loan coordination entry in CRM REG-05 and note bank branch/contact.
[ ] Update CRM REG-02 status and set next follow-up date.

Outputs / Evidence:

- Verified KYC set or mismatch log
- Document tracker updated with remarks
- Loan case flagged with bank details

Registers / Formats used: CRM REG-02, CRM REG-05, CRM FMT-02

Escalations:

- Any mismatch affecting agreement -> escalate to Legal within 24 hours.
- If customer delays documents >7 days -> escalate to Sales Manager for intervention.

Notes / Do not skip:

- Do not proceed to agreement drafting until critical KYC is received and verified.

CRM SOP-03: Receipt Acknowledgement (Bank-only) & Customer Confirmation

Objective: Ensure every payment is acknowledged correctly, without accepting cash, and linked to the correct customer/unit.

Trigger / Frequency: Every time customer makes a payment (token/booking/installment).

Inputs:

- Bank reference (UTR/cheque no)
- Amount and date of payment
- Customer ID and unit details
- Accounts confirmation (if required)

Step-by-step:

[ ] Confirm payment is received in company bank account (bank statement/Accounts confirmation).
[ ] Generate receipt acknowledgement using CRM FMT-03 with UTR/cheque number.
[ ] Update Receipt Tracker (CRM REG-03) with amount, date, UTR, and stage.
[ ] Send acknowledgement to customer via email/WhatsApp template (no personal numbers if policy requires).
[ ] If payment is unclear/unmatched -> mark as 'Pending Allocation' and coordinate with Accounts (CRM SOP-06).

Outputs / Evidence:

- Receipt acknowledged with bank reference
- Receipt register updated
- Customer receives proof of acknowledgement

Registers / Formats used: CRM REG-03, CRM FMT-03

Escalations:

- If customer insists on cash -> refuse and escalate to CRM Manager same day.
- If receipt mismatch (wrong unit/customer) -> escalate to Accounts + Sales Manager within 24 hours.

Notes / Do not skip:

- Never issue receipt acknowledgement without bank confirmation. No cash collections.

CRM SOP-04: Payment Milestone Calendar & Reminder Workflow

Objective: Avoid missed collections by running a disciplined reminder system with documentation.

Trigger / Frequency: After booking and whenever payment plan is updated/approved.

Inputs:

- Approved payment plan milestones
- Customer installment dates
- Due amount and applicable charges (as per policy)

Step-by-step:

[ ] Create customer payment calendar entry in CRM REG-05 (ageing) and CRM/ERP reminders.

[ ] Send pre-due reminder 7 days before due date using CRM FMT-04.

[ ] Send due-date reminder on due date with payment methods (bank-only).

[ ] Send overdue reminders at D+3, D+7, D+15 as per policy; log every call/message in CRM REG-06.

[ ] Share weekly ageing summary with Sales Manager/CRM Manager and highlight high-risk accounts.

[ ] Any waiver/extension request -> route through approval matrix; do not commit verbally.

Outputs / Evidence:

- Reminder trail maintained
- Ageing report updated
- Escalation list created weekly

Registers / Formats used: CRM REG-05, CRM REG-06, CRM FMT-04, CRM FMT-05

Escalations:

- Overdue >15 days or cheque bounce -> escalate to Sales Head/PM-HO as per escalation matrix.
- Customer disputes charges -> escalate to Accounts + Legal if needed.

Notes / Do not skip:

- Collections follow-up must be polite, documented, and consistent with approved policy.

CRM SOP-05: Customer Communication - Approved Templates & Version Control

Objective: Ensure every customer message is accurate, approved, and consistent (avoids legal disputes).

Trigger / Frequency: Whenever customer asks for written confirmation, updates, or special requests.

Inputs:

- Approved brochure/specs/version
- Approved construction update points from PM-S/PM-HO
- RERA and approvals status statement (if applicable)

Step-by-step:

- [ ] Use only approved templates (CRM FMT-04/06/14 etc).
- [ ] Check that possession timelines/amenities are not overstated; include disclaimers if required.
- [ ] Log key communications in CRM REG-06 (date, channel, summary).
- [ ] If customer asks for special commitment -> route request through Sales Manager and Legal; do not confirm.
- [ ] Maintain version control of brochures/spec sheets; archive old versions with date.

Outputs / Evidence:

- Consistent communication
- Audit trail in communication log
- Reduced risk of mis-selling claims

Registers / Formats used: CRM REG-06, CRM POL-02, CRM FMT series

Escalations:

- Any message that can create legal liability (possession promise/discount/refund) -> escalate to Legal/CRM Manager before sending.

Notes / Do not skip:

- If it is not in writing and approved, it is not a commitment.

CRM SOP-06: Receipt Allocation in ERP + Daily Reconciliation with Accounts

Objective: Allocate customer receipts correctly in ERP and reconcile daily to prevent disputes and audit issues.

Trigger / Frequency: Daily (end of day) and whenever payments are received.

Inputs:

- Bank statement/Accounts receipt list
- Customer wise payment details
- ERP allocation screen access (role-based)

Step-by-step:

[ ] Collect daily receipt list from Accounts (ACC-O/ACC-H).
[ ] Match each receipt to customer ID and unit; verify UTR and amount.
[ ] Allocate receipt in ERP with correct stage/milestone mapping.
[ ] Update CRM REG-04 (Reconciliation Log) with allocated/unallocated items.
[ ] For unallocated receipts: open a query, contact customer if needed, and resolve within 24 hours.
[ ] Submit daily reconciliation summary to CRM Manager + ACC-H.

Outputs / Evidence:

- ERP allocation completed
- Reconciliation log updated
- Unallocated receipts actioned

Registers / Formats used: CRM REG-03, CRM REG-04

Escalations:

- Unallocated receipts >24 hours -> escalate to ACC-H + PM-HO.
- Any suspicious receipt/forgery risk -> escalate immediately.

Notes / Do not skip:

- Allocation is a control function; do not delay. ERP must match approvals and bank records.

CRM SOP-07: Change Request Handling (Unit/Layout/Spec/Payment)

Objective: Record customer change requests and process only through approvals (prevents unauthorized promises).

Trigger / Frequency: Whenever customer requests changes (layout modification, payment plan change, transfer, etc).

Inputs:

- Customer request details
- Approved change policy/rules
- Cost impact note (if any) from QS/PM

Step-by-step:

[ ] Capture request in Change Request Register (CRM REG-09) with date and category.
[ ] Share Change Request Form (CRM FMT-08) for customer signature/confirmation.
[ ] Route request to Sales Manager/PM-HO/Legal as required; attach evidence and impact.
[ ] Communicate decision to customer only after written approval.
[ ] Update CRM REG-09 status (Approved/Rejected/Pending) and archive approvals.

Outputs / Evidence:

- All change requests tracked
- Approvals trail stored
- Customer informed formally

Registers / Formats used: CRM REG-09, CRM FMT-08

Escalations:

- If customer threatens cancellation due to change request -> escalate to Sales Head same day.

Notes / Do not skip:

- No change is valid until written approval is received.

CRM SOP-08: Complaint Intake, Ticketing & SLA Management

Objective: Run a structured complaint system with SLAs and escalation to prevent legal notices and reputation damage.

Trigger / Frequency: Whenever any complaint is received (call/WhatsApp/email/site).

Inputs:

- Complaint description + photos if applicable
- Customer ID and unit
- Category (civil/electrical/plumbing/sales/finance)

Step-by-step:

[ ] Create complaint ticket in CRM REG-07 with unique ticket number.
[ ] Acknowledge customer within SLA using CRM FMT-09.
[ ] Assign owner (Site/Accounts/Sales) and target closure date.
[ ] Follow up daily until closure; update status notes in CRM REG-07.
[ ] If unresolved >48 hours OR legal notice risk -> escalate using CRM REG-08 and CRM FMT-10.
[ ] After closure, obtain customer confirmation and attach photos/evidence.

Outputs / Evidence:

- Complaint recorded and tracked
- Escalations documented
- Closure evidence saved

Registers / Formats used: CRM REG-07, CRM REG-08, CRM FMT-09, CRM FMT-10

Escalations:

- Complaint unresolved >48 hours -> escalate to PM-HO/SAL-M as per matrix.
- Any safety hazard complaint -> immediate escalation to PM-S + Safety Officer.

Notes / Do not skip:

- Do not ignore WhatsApp messages; log and action them.

CRM SOP-09: Cancellation & Refund Workflow (Documentation + Approvals)

Objective: Process cancellations/refunds legally and transparently with approvals and recovery of dues.

Trigger / Frequency: When customer requests cancellation OR Sales proposes cancellation settlement.

Inputs:

- Customer cancellation request
- Payment ledger and dues status
- Agreement/booking terms
- Legal checklist (if dispute)

Step-by-step:

[ ] Open cancellation file in CRM REG-10 with reason and date.
[ ] Collect written request and ID proof; confirm unit and customer identity.
[ ] Coordinate with Accounts to compute dues, deductions, interest as per policy.
[ ] Prepare Refund/Cancellation Request Form (CRM FMT-11) and attach supporting documents.
[ ] Route for approvals as per authority matrix (CRM -> ACC-H + PM-HO -> OWN).
[ ] After approval, coordinate payment release; send settlement letter to customer (CRM FMT-12).
[ ] Update CRM REG-10 closure with payment reference and acknowledgement.

Outputs / Evidence:

- Cancellation processed with approvals
- Refund paid as per approved settlement
- Audit trail complete

Registers / Formats used: CRM REG-10, CRM FMT-11, CRM FMT-12

Escalations:

- If customer threatens legal action -> escalate to Legal Officer immediately.
- If finance impact is high -> escalate to PM-HO same day.

Notes / Do not skip:

- Never promise refund date/amount without written approval.

CRM SOP-10: Construction Update Dispatch (Monthly) + Evidence

Objective: Send accurate project progress updates to customers to build trust and reduce anxiety/complaints.

Trigger / Frequency: Monthly (fixed date) or milestone-based updates.

Inputs:

- Approved progress update from PM-S/PM-HO
- Site photos approved for sharing
- Key milestones achieved and next month plan

Step-by-step:

[ ] Collect update note and approved photos from PM-S/Planning.
[ ] Prepare update message using CRM FMT-06 (include disclaimer about timelines).
[ ] Send to customers via approved channels; avoid spam policy violations.
[ ] Update Site Update Dispatch Register (CRM REG-11) with date and batch list.
[ ] Record customer replies/concerns in CRM REG-06 and convert into tickets if required.

Outputs / Evidence:

- Monthly update sent with evidence
- Dispatch register updated
- Customer feedback captured

Registers / Formats used: CRM REG-11, CRM REG-06, CRM FMT-06

Escalations:

- If progress slip is significant -> escalate communication wording to PM-HO + Legal before sending.

Notes / Do not skip:

- Only send what PM-HO/PM-S has approved. No independent promises.

CRM SOP-11: Possession Readiness Checklist (Pre-Handover)

Objective: Ensure possession is offered only when documents, dues, and readiness criteria are met.

Trigger / Frequency: When project reaches finishing stage / OC readiness / possession batch planning.

Inputs:

- Dues statement from Accounts
- Snag status from Site/QAQC
- OC/BU status and handover schedule
- Meter installation status

Step-by-step:

[ ] Prepare Possession Readiness Register entry (CRM REG-12) for each customer.
[ ] Confirm dues clearance requirements; issue dues statement/reminder if pending.
[ ] Coordinate site snag rectification; update CRM REG-14 (snag register) until clear.
[ ] Confirm availability of handover kit (manuals, warranties) and keys.
[ ] Send possession readiness intimation using CRM FMT-13 after approvals.
[ ] Schedule handover appointment (CRM SOP-12).

Outputs / Evidence:

- Readiness confirmed per customer
- Dues clearance ensured
- Possession offer sent formally

Registers / Formats used: CRM REG-12, CRM REG-14, CRM FMT-13

Escalations:

- If customer requests possession without dues -> escalate to Accounts + Sales Head.
- If OC/BU not ready -> do not offer possession; escalate schedule issue to PM-HO.

Notes / Do not skip:

- No possession without compliance and dues clearance.

CRM SOP-12: Possession Appointment & Handover Process (Keys, Manuals, Proofs)

Objective: Execute a professional, documented handover with zero missing proofs.

Trigger / Frequency: After readiness is confirmed and appointment date agreed.

Inputs:

- Handover checklist
- Customer ID proofs
- Key set and flat readiness
- Handover kit (manuals, warranties)

Step-by-step:

[ ] Confirm appointment date/time and share checklist to customer (CRM FMT-14).
[ ] Prepare Handover Checklist (CRM FMT-15) and print for site use.
[ ] On handover day: verify customer identity; collect signatures on key handover and meter readings.
[ ] Record photos of handover documents signed (as evidence) and upload to folder.
[ ] Update Handover Register (CRM REG-13) with date, time, and signatures.
[ ] If snags found: record in Snag List format (CRM FMT-16) and assign closure timeline.

Outputs / Evidence:

- Signed possession documents
- Key handover evidence stored
- Handover register updated

Registers / Formats used: CRM REG-13, CRM FMT-14, CRM FMT-15, CRM FMT-16

Escalations:

- Customer disputes handover condition -> escalate to PM-S + QAQC same day.

Notes / Do not skip:

- Always capture signatures and photos for audit and dispute protection.

CRM SOP-13: Snag/Rectification Coordination (Pre-Handover)

Objective: Close snags quickly with evidence so handover is smooth and complaint rate is low.

Trigger / Frequency: During finishing stage and before each handover batch.

Inputs:

- Snag list entries
- Site team allocation
- Target closure dates

Step-by-step:

[ ] Record snags in CRM REG-14 and attach photos.
[ ] Assign to site engineer/vendor with target closure date.
[ ] Follow up daily; update status and closure evidence photos.
[ ] Re-check after closure; obtain customer acceptance where required.
[ ] If snag repeats -> raise escalation in CRM REG-08.

Outputs / Evidence:

- Snags closed with evidence
- Reduced post-handover complaints
- Escalations logged if required

Registers / Formats used: CRM REG-14, CRM REG-08, CRM FMT-16

Escalations:

- Snags not closing within agreed time -> escalate to PM-S then PM-HO as per matrix.

Notes / Do not skip:

- Do not postpone snags to DLP if they are pre-handover issues.

CRM SOP-14: DLP Complaint Handling (Post-Handover) - Ticket to Closure

Objective: Manage Defect Liability Period complaints with SLA, coordination and closure evidence.

Trigger / Frequency: Any post-handover complaint during DLP.

Inputs:

- DLP complaint details + photos
- Warranty/AMC details
- Vendor contact list

Step-by-step:

[ ] Create DLP ticket in CRM REG-15 with category and priority.
[ ] Acknowledge customer same day using CRM FMT-17.
[ ] Assign owner (site/vendor) and schedule visit if needed.
[ ] Collect closure evidence (photos, test results) and customer confirmation.
[ ] Issue closure confirmation using CRM FMT-18 and update CRM REG-15.

Outputs / Evidence:

- DLP tickets tracked
- Closure evidence stored
- Customer confirmation obtained

Registers / Formats used: CRM REG-15, CRM FMT-17, CRM FMT-18

Escalations:

- Repeated issue or structural defect -> escalate to PM-HO + Legal immediately.

Notes / Do not skip:

- DLP is reputation-critical; response speed matters.

CRM SOP-15: Customer Legal Notice / Dispute Handling (Immediate Escalation)

Objective: Protect the company legally by ensuring notices are handled by Legal with complete evidence.

Trigger / Frequency: Any legal notice, advocate letter, police complaint, consumer forum threat, social media escalation.

Inputs:

- Notice copy / screenshots
- Customer file (payments, communications, approvals)
- Issue summary and timeline

Step-by-step:

- [ ] Do not reply informally; acknowledge receipt only if approved by Legal.
- [ ] Immediately inform CRM Manager + Legal Officer; share scanned notice and customer file references.
- [ ] Prepare a one-page case brief: facts, dates, payments, key communications, current status.
- [ ] Freeze all communications to customer until Legal provides response draft.
- [ ] Log case in CRM REG-18 and maintain updates until closure.

Outputs / Evidence:

- Notice escalated with evidence
- Case brief prepared
- Dispute register updated

Registers / Formats used: CRM REG-18, CRM REG-06

Escalations:

- Always escalate within same day to Legal + PM-HO; OWN as required.

Notes / Do not skip:

- A wrong reply can create liability. Keep evidence clean.

CRM SOP-16: Data Privacy, ERP Access & Customer Information Control

Objective: Protect customer data and ensure only authorized access to CRM/ERP.

Trigger / Frequency: Onboarding, role change, resignation, quarterly audit.

Inputs:

- Role-based access list
- ERP user credentials request
- Access audit checklist

Step-by-step:

[ ] Request access through IT/ERP coordinator with approval trail (maker-checker).
[ ] Use only official IDs; no sharing passwords or OTPs.
[ ] Export/print only necessary reports; store in secure folders.
[ ] Perform monthly access review: who has access, what modules, any anomalies.
[ ] Immediately report unauthorized access or suspected leak to PM-HO.

Outputs / Evidence:

- Controlled access
- Reduced data leak risk
- Audit logs maintained

Registers / Formats used: CRM POL-06, CRM REG-08

Escalations:

- Any unauthorized access -> immediate escalation to IT/ERP + PM-HO (same day).

Notes / Do not skip:

- Data privacy breach can become legal and reputational crisis.

CRM SOP-17: Customer Feedback & Service Recovery

Objective: Capture feedback, identify patterns and improve customer experience; run service recovery for unhappy customers.

Trigger / Frequency: Post-handover and after complaint closure; monthly review.

Inputs:

- Feedback form
- Complaint closure data
- Customer satisfaction inputs

Step-by-step:

[ ] Collect feedback using CRM FMT-19 after key milestones (agreement, possession, DLP closure).
[ ] Update CRM REG-17 with scores and comments.
[ ] Identify recurring issues and share monthly insight to PM-HO/PM-S.
[ ] For low ratings: call customer, understand root cause, propose service recovery plan (with approvals).

Outputs / Evidence:

- Feedback captured
- Service improvements identified
- Service recovery actions documented

Registers / Formats used: CRM REG-17, CRM FMT-19

Escalations:

- Very low score or public complaint -> escalate to CRM Manager + Sales Head within 24 hours.

Notes / Do not skip:

- Feedback is leading indicator for reputational risk.

CRM SOP-18: Customer File Close-out & Document Archival

Objective: Close customer files with complete documentation and retention discipline (audit ready).

Trigger / Frequency: After possession + dues clearance OR after cancellation settlement closure.

Inputs:

- Complete customer file
- Handover documents
- DLP status (if ongoing)

Step-by-step:

[ ] Verify all mandatory documents are scanned and filed (KYC, receipts, agreements, handover).
[ ] Update CRM REG-02 as 'Complete' and mark any exceptions with reason.
[ ] Prepare File Closure Checklist (CRM FMT-20) and sign-off with CRM Manager.
[ ] Move file to archival folder with retention tag (year/project).
[ ] Ensure access control on archived files; no deletion without approval.

Outputs / Evidence:

- Closed file with sign-off
- Archived folder updated
- Audit trail complete

Registers / Formats used: CRM REG-02, CRM FMT-20

Escalations:

- Missing critical documents -> escalate to Sales Manager/Accounts immediately; do not close file.

Notes / Do not skip:

- Good archiving prevents future disputes and supports audits/refund claims.

4. Policies (In-depth, One-by-One)

Policies define non-negotiables. Where a policy conflicts with a contract or law, escalate to Legal/PM-HO.

CRM POL-01: No Cash / No Personal Receipt Policy

Purpose: Eliminate financial fraud risk and customer disputes by ensuring all receipts are through company bank channels only.

Scope: Applicable to CRM Executive and all customer-facing staff.

Policy rules:

- No cash collection is permitted at any time.
- All payments must be received in company bank account (NEFT/RTGS/UPI/cheque as approved).
- Receipt acknowledgement must mention bank reference (UTR/cheque no) and date.
- If customer pays to wrong account or personal account -> treat as incident and escalate immediately.

Controls / enforcement:

- Daily reconciliation with Accounts (CRM SOP-06).
- Unallocated receipts must be cleared within 24 hours.
- Any exception requires written approval from ACC-H and PM-HO.

Evidence / Registers: CRM REG-03, CRM REG-04, CRM FMT-03

Escalations:

- Cash attempt -> immediate escalation to CRM Manager.
- Suspicious receipt -> immediate escalation to ACC-H + PM-HO.

CRM POL-02: Communication & Commitment Policy (No Verbal Promises)

Purpose: Ensure only accurate, approved commitments are shared with customers to avoid legal liability.

Scope: All customer communications by CRM Executive (WhatsApp/email/calls).

Policy rules:

- Use only approved templates and approved brochure/spec versions.
- Do not promise possession date, approvals, or amenities unless approved in writing.
- Do not confirm discounts, waivers, refunds, or special terms - route through Sales/Legal.
- All key conversations must be logged in CRM REG-06 (audit trail).

Controls / enforcement:

- Monthly review of communications sampling by CRM Manager.
- Customer file must include approvals trail for any special commitment.

Evidence / Registers: CRM REG-06, CRM REG-08, CRM FMT-10

Escalations:

- Any high-risk written commitment request -> pre-approval from Legal required.

CRM POL-03: Customer Complaint SLA & Escalation Policy

Purpose: Resolve complaints within defined timelines and escalate before they become legal/reputational risks.

Scope: All complaints received via any channel.

Policy rules:

- Acknowledge complaint within same day (or within SLA).
- Create a ticket for every complaint; no 'informal' handling.
- Escalate if unresolved >48 hours, or if legal notice risk is visible.
- Safety-related complaints must be escalated immediately to PM-S + Safety Officer.

Controls / enforcement:

- Weekly complaint aging review with CRM Manager and PM-S.
- Open tickets older than 7 days must have written action plan.

Evidence / Registers: CRM REG-07, CRM REG-08, CRM FMT-09, CRM FMT-10

Escalations:

- Complaint >48 hrs unresolved -> escalate to PM-HO (per matrix).

CRM POL-04: Refund / Cancellation Settlement Policy

Purpose: Process cancellations/refunds fairly with documentation, deductions rules, and approvals.

Scope: All cancellations, refunds, unit transfers and settlement discussions.

Policy rules:

- No refund amount/date promise without written approval.
- Dues clearance and deduction computation must be verified by Accounts.
- Legal review is mandatory if dispute/notice exists.
- All settlements must be filed with approvals and customer acknowledgement.

Controls / enforcement:

- Refund requests must follow CRM SOP-09 and be logged in CRM REG-10.
- Payments released only through Accounts after approval trail.

Evidence / Registers: CRM REG-10, CRM FMT-11, CRM FMT-12

Escalations:

- High value or contentious cases -> escalate to PM-HO + OWN as per matrix.

CRM POL-05: Customer Document & File Naming Policy

Purpose: Maintain clean documentation for audits, disputes and quick retrieval.

Scope: All CRM customer files (digital and physical).

Policy rules:

- File naming format must be followed: Project_Unit_CustID_DocType_Date.
- Scan and upload executed documents within 24 hours of signing.
- Do not store customer documents in personal devices beyond working day.
- Physical files must be stored in locked cabinet; access logged if required.

Controls / enforcement:

- Monthly file audit sampling by CRM Manager.
- Missing documents treated as risk and escalated.

Evidence / Registers: CRM REG-02, CRM FMT-20

Escalations:

- Missing signed documents -> escalate to Sales Manager and Legal within 24 hours.

CRM POL-06: Data Privacy & ERP Access Control Policy

Purpose: Protect customer data and prevent unauthorized access or leaks.

Scope: CRM Executive and any staff with CRM/ERP access.

Policy rules:

- No password sharing; OTPs are confidential.
- Access only role-based; request changes through IT/ERP coordinator with approvals.
- Exporting customer data requires CRM Manager approval; sensitive data must be masked where possible.
- Data leak or suspicious access must be reported immediately.

Controls / enforcement:

- Quarterly access audit; revoke access on resignation immediately.

Evidence / Registers: IT access logs + CRM REG-08 escalation entries

Escalations:

- Unauthorized access -> immediate escalation to PM-HO and IT/ERP coordinator.

CRM POL-07: Customer Meeting & Site Visit Documentation Policy

Purpose: Ensure every meeting/site visit is documented to avoid miscommunication.

Scope: All customer meetings, calls, and site visits coordinated by CRM.

Policy rules:

- Important meetings must have written MOM (minutes) or summary message to customer.
- Site visits must be coordinated with site team; visitors must follow safety rules.
- Any special request must be recorded as a change request (CRM SOP-07).

Controls / enforcement:

- Weekly review of open commitments vs approvals.

Evidence / Registers: CRM REG-06, CRM FMT-07

Escalations:

- Customer claims 'promise' -> escalate to Sales Manager and review communication log.

CRM POL-08: Change Request / Variation Communication Policy

Purpose: Control customer change requests and avoid unauthorized commitments.

Scope: All change requests (layout/spec/payment/transfer).

Policy rules:

- All change requests must be in writing and logged.
- Customer must sign change request form where applicable.
- Decision must be communicated only after written approval.

Controls / enforcement:

- Monthly review of pending change requests >7 days.

Evidence / Registers: CRM REG-09, CRM FMT-08

Escalations:

- Escalate if change request delays agreement/possession timeline.

CRM POL-09: Dues Clearance Before Possession Policy

Purpose: Prevent handover disputes by ensuring all dues are cleared before offering possession.

Scope: All possession batches.

Policy rules:

- Possession appointment is scheduled only after dues clearance confirmation from Accounts.
- Any waiver/extension requires approval as per matrix.
- Meter reading and handover documents must be signed and archived.

Controls / enforcement:

- Possession readiness checklist mandatory (CRM SOP-11).

Evidence / Registers: CRM REG-12, CRM REG-13, CRM FMT-13 to FMT-15

Escalations:

- Customer insisting without dues -> escalate to Sales Head/ACC-H.

CRM POL-10: Handover Kit & Warranty Policy

Purpose: Ensure customers receive complete handover kit and warranty information.

Scope: At possession and after possession support.

Policy rules:

- Provide manuals, warranty cards, and key contacts as per handover kit list.
- Record warranty/AMC details in register.
- Do not promise warranty beyond documented terms.

Controls / enforcement:

- Handover checklist must be signed.

Evidence / Registers: CRM REG-16, CRM FMT-15

Escalations:

- Missing handover items -> escalate to PM-S same day.

CRM POL-11: DLP (Defect Liability Period) Service Policy

Purpose: Provide structured, time-bound defect rectification support during DLP.

Scope: All post-handover complaints under DLP.

Policy rules:

- Acknowledge same day; assign owner and target date.
- Record closure evidence and customer confirmation.
- Structural/major defects must be escalated to leadership.

Controls / enforcement:

- Weekly DLP review meeting for open tickets older than 7 days.

Evidence / Registers: CRM REG-15, CRM FMT-17, CRM FMT-18

Escalations:

- Major defect -> PM-HO + Legal immediately.

CRM POL-12: Audit Readiness & Evidence Policy (CRM)

Purpose: Ensure CRM processes are audit-ready and dispute-proof.

Scope: All CRM work products, registers, templates and approvals trail.

Policy rules:

- If approval is not in writing (ERP/email/WhatsApp screenshot attached), treat as NOT approved.
- Maintain registers daily; do not back-date without note.
- Store evidence in defined folder structure; no missing documents.

Controls / enforcement:

- Quarterly internal audit of random customer files.

Evidence / Registers: All CRM REG/FMT + folder structure

Escalations:

- Repeated missing evidence -> escalate to PM-HO (governance breach).

5. Registers (One-by-One) - Printable Templates

Registers are evidence. Fill them daily/real-time. Missing registers = governance breach.

CRM REG-01: Customer Master Register

Purpose: Single source list of all customers with identifiers, unit mapping and key status.

When to update: Whenever new booking occurs; update changes within 24 hours.

Owner: CRM Executive

Columns (suggested):

- Customer ID
- Customer Name
- Project
- Wing/Floor/Unit
- Mobile
- Email
- Sales Owner
- Booking Date
- Status (Active/Cancelled/Possessed)
- Remarks

Printable Template:

Customer ID	Customer Name	Proje ct	Wing/Floor/Un it	Mobi le	Emai l	Sales Owner	Booking Date	Status (Active/Cancelled /Possessed)	Rema rks

CRM REG-02: Customer Document Checklist Tracker

Purpose: Track KYC, agreement documents and pending items with due dates.

When to update: Daily until file complete; before agreement and before possession.

Owner: CRM Executive

Columns (suggested):

- Customer ID
- Document Item
- Received (Y/N)
- Received Date
- Verified (Y/N)
- Mismatch/Remarks
- Next Follow-up Date
- Owner

Printable Template:

Customer ID	Document Item	Received (Y/N)	Received Date	Verified (Y/N)	Mismatch/Remarks	Next Follow-up Date	Owner

CRM REG-03: Receipt Tracker (Customer-wise)

Purpose: Record every payment with bank reference and mapping to milestone.

When to update: Same day when payment is received/confirmed.

Owner: CRM Executive + Accounts (verification)

Columns (suggested):

- Customer ID
- Unit
- Milestone
- Amount
- Payment Date
- Mode
- UTR/Cheque No
- Bank Confirmation (Y/N)
- Acknowledgement Sent (Y/N)
- Remarks

Printable Template:

Customer ID	Unit	Milestone	Amount	Payment Date	Mode	UTR/Cheque No	Bank Confirmation (Y/N)	Acknowledgement Sent (Y/N)	Remarks

CRM REG-04: Receipt Allocation Reconciliation Log (Daily)

Purpose: Daily reconciliation between bank receipts, ERP allocation, and customer acknowledgement.

When to update: Daily (end of day).

Owner: CRM Executive (with ACC-O/ACC-H)

Columns (suggested):

- Date
- Total Receipts Count
- Allocated Count
- Unallocated Count
- Unallocated Details
- Action Owner
- Closure Target Date
- Closed (Y/N)

Printable Template:

Date	Total Receipts Count	Allocated Count	Unallocated Count	Unallocated Details	Action Owner	Closure Target Date	Closed (Y/N)

CRM REG-05: Collections Ageing & Follow-up Register

Purpose: Track due/overdue amounts and follow-up actions to support collections discipline.

When to update: Weekly minimum; daily during high activity.

Owner: CRM Executive

Columns (suggested):

- Customer ID
- Unit
- Due Amount
- Due Date
- Days Overdue
- Reminder 1 Date
- Reminder 2 Date
- Call Notes
- Escalated (Y/N)
- Next Action Date

Printable Template:

Customer ID	Unit	Due Amount	Due Date	Days Overdue	Reminder 1 Date	Reminder 2 Date	Call Notes	Escalated (Y/N)	Next Action Date

CRM REG-06: Customer Communication Log (Call/WhatsApp/Email)

Purpose: Audit trail of all key communications and commitments.

When to update: Daily (same day entries).

Owner: CRM Executive

Columns (suggested):

- Date
- Customer ID
- Channel
- Summary / Commitment
- Document/Approval Ref
- Next Action
- Owner
- Status

Printable Template:

Date	Customer ID	Channel	Summary / Commitment	Document/Approval Ref	Next Action	Owner	Status

CRM REG-07: Complaint / Ticket Register

Purpose: Track complaints from intake to closure with SLA.

When to update: Real-time for new tickets; daily status updates.

Owner: CRM Executive

Columns (suggested):

- Ticket No
- Date
- Customer ID
- Category
- Issue Summary
- Assigned To
- Target Closure Date
- Status
- Closure Evidence Ref
- Customer Confirmation (Y/N)

Printable Template:

Ticket No	Date	Customer ID	Category	Issue Summary	Assigned To	Target Closure Date	Status	Closure Evidence Ref	Customer Confirmation (Y/N)

CRM REG-08: Escalation Register (CRM)

Purpose: Record escalations with trigger, evidence and decision required.

When to update: Whenever escalation raised.

Owner: CRM Executive (initiator)

Columns (suggested):

- Date
- Customer ID / Ticket
- Category
- Trigger/Threshold
- Escalated To
- Evidence Ref
- Decision Needed
- Deadline
- Status
- Closure Notes

Printable Template:

Date	Customer ID / Ticket	Categ ory	Trigger/Thresho ld	Escalated To	Evidence Ref	Decision Needed	Deadli ne	Stat us	Closure Notes

CRM REG-09: Change Request Register

Purpose: Track customer requests for changes (layout/spec/payment/transfer) and approvals.

When to update: Whenever request received; update status weekly.

Owner: CRM Executive

Columns (suggested):

- Request No
- Date
- Customer ID
- Request Type
- Description
- Impact Note Ref
- Approval Required From
- Status
- Approved Date
- Remarks

Printable Template:

Request No	Date	Customer ID	Request Type	Description	Impact Note Ref	Approval Required From	Status	Approved Date	Remarks

CRM REG-10: Cancellation / Refund Register

Purpose: Track cancellations, settlements and refund approvals with audit trail.

When to update: Whenever request received; update until closed.

Owner: CRM Executive + Accounts

Columns (suggested):

- Case No
- Date
- Customer ID
- Reason
- Amount Paid
- Deductions
- Net Refund
- Approval Ref
- Payment Date/UTR
- Closure Confirmation

Printable Template:

Case No	Date	Customer ID	Reason	Amount Paid	Deductions	Net Refund	Approval Ref	Payment Date/UTR	Closure Confirmation

CRM REG-11: Construction Update Dispatch Register

Purpose: Evidence of monthly/milestone updates sent to customers.

When to update: Monthly (or milestone).

Owner: CRM Executive

Columns (suggested):

- Update No
- Date
- Project
- Update Type
- Audience Batch
- Channel
- Content Ref
- Sent By
- Customer Replies Summary
- Follow-up Tickets Raised

Printable Template:

Update No	Date	Project	Update Type	Audience Batch	Channel	Content Ref	Sent By	Customer Replies Summary	Follow-up Tickets Raised

CRM REG-12: Possession Readiness Register

Purpose: Track customer-wise readiness: dues, documents, snags, handover kit.

When to update: Weekly during possession planning; daily during handover week.

Owner: CRM Executive

Columns (suggested):

- Customer ID
- Unit
- Dues Cleared (Y/N)
- Docs Complete (Y/N)
- Snags Open (Y/N)
- OC/BU Status
- Possession Offer Date
- Appointment Date
- Status
- Remarks

Printable Template:

Custom er ID	Uni t	Dues Cleared (Y/N)	Docs Complete (Y/N)	Snags Open (Y/N)	OC/BU Status	Possession Offer Date	Appointment Date	Stat us	Rem arks

CRM REG-13: Possession Appointment & Handover Register

Purpose: Record appointment schedule and handover proofs/signatures.

When to update: Every appointment day.

Owner: CRM Executive

Columns (suggested):

- Date
- Customer ID
- Unit
- Appointment Time
- ID Verified (Y/N)
- Keys Handed (Y/N)
- Documents Signed (Y/N)
- Meter Readings Captured (Y/N)
- Snag List Issued (Y/N)
- Remarks

Printable Template:

Date	Customer ID	Unit	Appointment Time	ID Verified (Y/N)	Keys Handed (Y/N)	Documents Signed (Y/N)	Meter Readings Captured (Y/N)	Snag List Issued (Y/N)	Remarks

CRM REG-14: Snag / Rectification Register (Pre-Handover)

Purpose: Track snag items and closure evidence before possession.

When to update: Daily during finishing/handover.

Owner: CRM Executive (tracking) + Site Engineer (closure)

Columns (suggested):

- Snag ID
- Date
- Customer ID/Unit
- Location
- Issue
- Assigned To
- Target Date
- Status
- Closure Evidence Ref
- Customer Acceptance

Printable Template:

Snag ID	Date	Customer ID/Unit	Location	Issue	Assigned To	Target Date	Status	Closure Evidence Ref	Customer Acceptance

CRM REG-15: DLP Complaint Register (Post-Handover)

Purpose: Track DLP complaints from ticket to closure and confirmation.

When to update: Real-time + weekly review.

Owner: CRM Executive

Columns (suggested):

- DLP Ticket No
- Date
- Customer ID/Unit
- Category
- Issue
- Assigned To
- Target Date
- Status
- Closure Evidence Ref
- Customer Confirmation

Printable Template:

DLP Ticket No	Date	Customer ID/Unit	Category	Issue	Assigned To	Target Date	Status	Closure Evidence Ref	Customer Confirmation

CRM REG-16: Warranty / AMC / Vendor Contact Register

Purpose: Maintain warranty, AMC and vendor contact details for quick support.

When to update: At handover and whenever vendor details change.

Owner: CRM Executive

Columns (suggested):

- Item/System
- Vendor Name
- Contact Person
- Phone/Email
- Warranty Start
- Warranty End
- AMC Details
- Service SLA
- Remarks

Printable Template:

Item/System	Vendor Name	Contact Person	Phone/Email	Warranty Start	Warranty End	AMC Details	Service SLA	Remarks

CRM REG-17: Customer Feedback & Satisfaction Register

Purpose: Track feedback scores and service recovery actions.

When to update: After key milestones and monthly review.

Owner: CRM Executive

Columns (suggested):

- Date
- Customer ID
- Milestone
- Score (1-10)
- Comments
- Service Recovery Needed (Y/N)
- Action Owner
- Closure Date
- Remarks

Printable Template:

Date	Customer ID	Mileston e	Score (1-10)	Comme nts	Service Recovery Needed (Y/N)	Action Owner	Closure Date	Remar ks

CRM REG-18: Legal Notice / Dispute Register

Purpose: Track legal notices, disputes, actions and closure for each customer.

When to update: Whenever case arises; update until closure.

Owner: CRM Executive (tracking) + Legal Officer (owner)

Columns (suggested):

- Case No
- Date
- Customer ID
- Notice Type
- Summary
- Legal Owner
- Response Due Date
- Status
- Outcome
- Evidence Ref

Printable Template:

Case No	Date	Customer ID	Notice Type	Summary	Legal Owner	Response Due Date	Status	Outcome	Evidence Ref

6. Formats & Templates (One-by-One)

Use these formats for standardisation. Keep signed copies/scans in customer file.

CRM FMT-01: Customer File Cover Sheet

Purpose: Front page for physical file with key identifiers and status.

Template fields / structure:

Customer ID	
Customer Name	
Project	
Unit (Wing/Floor/Flat)	
Sales Owner	
CRM Owner	
Booking Date	
Agreement Status	
Payment Plan Type	
Possession Status	
Remarks	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-02: Welcome Message + Document Collection Checklist

Purpose: Standard welcome message with document list and timelines.

Template fields / structure:

Customer Name	
Project/Unit	
Document list (PAN, Aadhaar, Address proof, Photo, Co-owner docs)	
Submission method (email/WhatsApp/office)	
Timeline (within 48 hrs / 7 days)	
CRM Contact details	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-03: Receipt Acknowledgement Template (Bank Transfer/Cheque)

Purpose: Acknowledgement message/letter with bank reference.

Template fields / structure:

Date	
Customer Name	
Customer ID	
Project/Unit	
Amount Received	
Mode	
UTR/Cheque No	
Bank Name	
Purpose/Milestone	
Acknowledged by (CRM)	
Accounts Verified (Y/N)	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-04: Payment Reminder Template (Pre-due / Due / Overdue)

Purpose: Standard reminder text to avoid disputes.

Template fields / structure:

Customer Name	
Customer ID/Unit	
Due Amount	
Due Date	
Payment methods (bank-only)	
Company bank details / UPI	
Contact for help	
Disclaimer (no cash)	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-05: Collections Call Script (Professional)

Purpose: Uniform call structure for reminders and dispute avoidance.

Template fields / structure:

Greeting & verification	
Due details (amount/date)	
Ask for payment plan/date	
Handle objections (loan delay, cashflow)	
Confirm next action/date	
Close politely + log in REG-06	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-06: Monthly Construction Update Template

Purpose: Approved monthly progress update email/WhatsApp format.

Template fields / structure:

Month/Update No	
Project name	
Milestones completed	
Photos (approved)	
Next month plan	
Key dates (approx.)	
Disclaimer (subject to approvals/site conditions)	
Contact for queries	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-07: Customer Meeting Minutes / Summary Note

Purpose: Capture MOM for important discussions and commitments.

Template fields / structure:

Date/Time	
Customer ID/Unit	
Attendees	
Discussion points	
Commitments (with approval ref)	
Next actions & owners	
Customer acknowledgement (signature/message)	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-08: Change Request Form (Customer)

Purpose: Customer written request with details and approvals route.

Template fields / structure:

Request No	
Date	
Customer ID/Unit	
Request type	
Detailed request	
Reason	
Impact note required (Y/N)	
Customer signature	
Approval section (Sales/PM/Legal)	
Final decision & date	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-09: Complaint Acknowledgement (Ticket Opened)

Purpose: Acknowledgement with ticket number and SLA.

Template fields / structure:

Ticket No	
Date	
Customer Name/ID	
Issue summary	
Assigned to	
Target closure date	
Escalation route	
Contact details	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-10: Escalation Message Format (Copy-Paste)

Purpose: Mandatory escalation format aligned to company matrix.

Template fields / structure:

Subject line format	
Issue summary (1 line)	
Impact (time/cost/quality/safety)	
Evidence refs	
Action taken	
Decision/support needed + deadline	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-11: Refund / Cancellation Request Form

Purpose: Standard form to initiate settlement with documentation list.

Template fields / structure:

Case No	
Customer ID/Unit	
Reason	
Amount paid	
Proposed deductions	
Net refund	
Dues clearance status	
Documents attached	
Approvals required	
Customer signature	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-12: Refund Settlement Letter / Email Template

Purpose: Formal settlement communication after approvals.

Template fields / structure:

Date	
Customer details	
Settlement amount	
Deductions summary	
Expected payment timeline (approved)	
Bank details confirmation	
Acknowledgement request	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-13: Possession Readiness Intimation

Purpose: Official intimation that possession process is starting (subject to dues/compliance).

Template fields / structure:

Customer Name/ID	
Unit	
Dues clearance checklist	
Documents pending list	
Proposed possession window	
Next steps	
Disclaimer (subject to approvals)	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-14: Possession Appointment Confirmation

Purpose: Confirm date/time and documents to carry.

Template fields / structure:

Customer Name/ID	
Unit	
Appointment date/time	
Office/site location & parking	
Documents to carry	
Payment/dues reminder	
Contact person	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-15: Handover Checklist + Key Handover Form

Purpose: Signed checklist for keys, manuals, meter readings, documents.

Template fields / structure:

Customer ID/Unit	
ID verified	
Keys count	
Manuals/warranty provided	
Meter readings	
Society/maintenance info given	
Customer signature	
Company representative signature	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-16: Snag List Format (Pre-Handover)

Purpose: Customer-wise snag listing with closure target.

Template fields / structure:

Snag ID	
Location	
Issue description	
Priority	
Assigned to	
Target closure date	
Closure evidence	
Customer sign-off	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-17: DLP Complaint Form / Ticket

Purpose: Post-handover complaint capture with category and SLA.

Template fields / structure:

DLP Ticket No	
Date	
Customer ID/Unit	
Issue	
Photos attached (Y/N)	
Priority	
Assigned to	
Target date	
Acknowledgement sent (Y/N)	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-18: DLP Closure Confirmation Template

Purpose: Confirm closure with customer acceptance.

Template fields / structure:

DLP Ticket No	
Work done summary	
Closure date	
Evidence ref	
Customer confirmation (signature/message)	
If not satisfied: reopen process	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-19: Customer Feedback Form

Purpose: Standard feedback capture after milestones.

Template fields / structure:

Customer ID/Unit	
Milestone (agreement/possession/DLP)	
Rating scale	
What went well	
What to improve	
Permission to contact	
Signature/date	

Note: Use this template on official letterhead/email. Attach approvals where required.

CRM FMT-20: Customer File Closure Checklist

Purpose: Final checklist before archiving file.

Template fields / structure:

KYC complete	
Receipts complete	
Agreement scanned	
Possession docs signed	
Snag/DLP status	
Warranty info shared	
Archive location	
CRM Manager sign-off	

Note: Use this template on official letterhead/email. Attach approvals where required.

Appendix A: Quick Reference - Authority Boundaries + Escalation Triggers (CRM)

- **Receipts:** Receipt only via bank. Allocation in ERP must match bank statement. Daily reconciliation is mandatory.
- **Discounts / pricing / schemes:** CRM Executive cannot approve. Route via Sales Manager -> Sales Head -> Owner (as per matrix).
- **Refunds / cancellations:** Always follow CRM SOP-09. Require Accounts verification and approvals as per authority matrix.
- **Customer escalations:** If complaint unresolved >48 hours or legal notice risk -> escalate immediately (CRM REG-08 + CRM FMT-10).
- **Data privacy:** Do not share customer data. Any unauthorized access -> immediate escalation to IT/ERP + PM-HO.

Mandatory escalation message format (copy-paste):

Subject: Escalation - [Category] - [Unit/Zone] - [Date]
• Issue summary (one line)
• Impact: Time/Cost/Quality/Safety (quantify if possible)
• Evidence: Photo/Receipt/CRM ticket/Approval ref
• Action taken so far (micro-actions)
• Support/Decision required + deadline

Appendix B: 30-60-90 Day Onboarding Plan (CRM Executive)

- **Day 1-30:** Learn project details, rate card/disclaimers, file structure, and ERP workflow. Start maintaining REG-01 to REG-06 daily. Shadow complaint handling and handover calls.
- **Must deliver:** Zero missing receipts acknowledgement, daily reconciliation, and clean communication log.
- **Day 31-60:** Independently manage ticketing (REG-07), change requests (REG-09), and cancellation workflow support (REG-10). Start monthly construction update dispatch and reporting.
- **Must deliver:** SLA discipline for complaints and strong documentation completeness.
- **Day 61-90:** Lead possession readiness and handover documentation process for assigned batch. Run file audits and train juniors on templates. Participate in service recovery and feedback reporting.
- **Must deliver:** Audit-ready customer files with minimal escalations and high customer satisfaction.

Appendix C: Customer Communication Do's & Don'ts (CRM)

Do

- Use approved templates and keep message/approval references in CRM REG-06.
- Be clear about what is confirmed vs what is indicative (use disclaimers).
- Confirm important calls with a written summary to customer where applicable.
- Escalate early when customer is unhappy or when timeline is at risk.

Don't

- Do not promise possession dates, approvals, or amenities without written approval.
- Do not discuss internal disputes, contractor issues, or finance constraints with customers.
- Do not accept cash or personal transfers under any circumstance.
- Do not delete messages; maintain evidence trail.