

SOP 2: Client Communication Standards

Applies to all client-facing accounts

1. All client-facing email goes out within 1 business day; urgent requests get a same-day acknowledgment even if the full answer takes longer.
2. Every account has one point of contact — routing questions through anyone else creates confusion and rework.
3. Status updates go out every Friday by 3pm for active projects, even if the update is “no change this week.”
4. Never promise a deadline in a client email without confirming with the project lead first.