



# The Sundown Rule

**The sundown rule instils a discipline of following up with your customers and delivering on your commitments.**

**Implementing the Sundown Rule ensures you action customer enquiries within an appropriate time frame.**

## **Some Tips:**

- › Return phone calls, messages and emails by close of business the same day. If a message is received after 4pm, the call may be returned before 10am the next business day.
- › Respond, even if you don't have the answer yet or have bad news to deliver.
- › Manage your day to include times when you can answer your emails and return calls.
- › If you have access to voice mail, ensure it is accurately set up.
- › If you are going to be out of the office, or on leave, provide an out of office message that lets people know who to contact in your absence.



FOR BUSINESS