

SOP: Complaint Receipt and Acknowledgment Procedure

This SOP defines the **complaint receipt and acknowledgment procedure**, detailing the systematic process for receiving, documenting, and acknowledging customer complaints promptly. It ensures that all complaints are recorded accurately, customers are informed of receipt within a specified timeframe, and follow-up actions are initiated to address the issues effectively. This procedure aims to enhance customer satisfaction, improve service quality, and maintain transparent communication throughout the complaint handling process.

1. Purpose

To establish a standardized approach for receiving, documenting, and acknowledging all customer complaints in a timely and transparent manner.

2. Scope

This procedure applies to all staff responsible for handling complaints received from customers via any channel (email, phone, online form, in person, etc.).

3. Responsibilities

- **All Staff:** Forward customer complaints to the designated complaint handler or team without delay.
- **Complaint Handler/Team:** Record, review, acknowledge, and initiate follow-up actions on complaints.
- **Quality/Customer Service Manager:** Oversee compliance with this SOP and monitor complaint resolution status.

4. Definitions

Term	Definition
Complaint	Any expression of dissatisfaction received from a customer regarding products, services, or staff behavior.
Acknowledgment	Formal communication to the complainant that their complaint has been received and is being reviewed.

5. Procedure

1. **Receipt of Complaint**
 - a. Receive complaints via designated channels (e.g., email, phone, web form, in person).
 - b. Document the initial details: date/time, complainant contact, nature of complaint, and channel received.
2. **Registration and Logging**
 - a. Enter complaint details into the Complaint Register or designated database/system.
 - b. Assign a unique complaint reference number.
3. **Acknowledgment**
 - a. Send acknowledgment to the complainant within **2 business days** of receipt using their preferred communication channel.
 - b. Include the complaint reference number, summary of the complaint, expected timeframes for resolution, and a contact point for follow-up.
4. **Follow-Up Action**
 - a. Forward the complaint to the relevant department or personnel for investigation and resolution.
5. **Recordkeeping**
 - a. Maintain all records of complaints, acknowledgments, and subsequent actions for quality review and audit purposes.

6. Reference Documents

- Complaint Register Template
- Customer Complaint Form
- Quality Management Policy

7. Revision History

Version	Date	Description of Change	Author
1.0	2024-06-10	Initial release	Quality Team