Standard Operating Procedure (SOP): Customer Follow-up and Feedback Collection

This SOP details the process for **customer follow-up and feedback collection**, including timely communication with customers post-purchase, methods for gathering customer opinions and satisfaction levels, techniques for recording and analyzing feedback, addressing customer concerns and inquiries efficiently, and using feedback to improve products and services. The goal is to enhance customer relationships, ensure continuous improvement, and increase overall customer satisfaction and loyalty.

1. Objective

- To ensure all customers receive timely, relevant communication after their purchase.
- To consistently collect and analyze feedback on their experience, satisfaction, and suggestions.
- To address concerns or inquiries efficiently.
- To utilize insights for continuous improvement in products and services.

2. Scope

This SOP applies to all employees responsible for customer support, sales follow-up, and quality assurance.

3. Procedure

1. **Customer Follow-up**
   a. **Timing:** Contact customers within 2-5 business days post-purchase.
   b. **Method:** Use email, phone, or SMS based on customer preference.
   c. **Content:** Thank customer for their purchase, offer assistance, provide relevant resources (e.g., FAQs, manuals, warranty info).
2. **Feedback Collection**
   a. **Surveys:** Send a brief survey link (e.g., NPS, CSAT) to assess satisfaction and suggestions.
   b. **Direct Inquiry:** Encourage open comments and provide a feedback channel (reply email, web form, etc.).
   c. **Incentives (Optional):** Consider offering small rewards for completed feedback.
3. **Recording & Analyzing Feedback**
   a. Store responses in a centralized system (CRM, feedback software, or spreadsheet).
   b. Review responses weekly for common themes, satisfaction trends, and action items.
4. **Addressing Concerns & Inquiries**
   a. Respond to any negative feedback/concerns within 1 business day.
   b. Escalate unresolved issues to relevant departments for resolution.
   c. Follow-up after resolution to ensure customer satisfaction.
5. **Continuous Improvement**
   a. Aggregate feedback monthly for management review.
   b. Identify actionable improvements and assign owners for follow-up.
   c. Communicate key changes (if applicable) to customers to close the feedback loop.

4. Roles & Responsibilities

Role	Responsibility
Customer Service Agent	Conduct follow-up, collect and record feedback, address customer concerns.
Sales Team	Assist in post-purchase follow-up and relationship management.
Quality Assurance	Monitor feedback data, analyze for trends and improvement opportunities.
Management	Review feedback reports, implement changes, and communicate improvements.

5. Documentation & Records

- Maintain all feedback and follow-up records securely in the designated system for at least 12 months.
- Ensure compliance with privacy regulations (e.g., GDPR) for customer data.

6. Review & Update

This SOP should be reviewed annually or as needed to ensure its ongoing effectiveness and compliance with company policies and regulations.