

Standard Operating Procedure (SOP)

Post-resolution Follow-up and Customer Feedback Collection

This SOP details the process for **post-resolution follow-up and customer feedback collection**, ensuring timely communication with customers after issue resolution, verifying satisfaction levels, collecting actionable feedback, and identifying areas for service improvement. The aim is to enhance customer experience, maintain strong relationships, and continuously refine support processes based on customer insights.

1. Scope

This SOP applies to all customer service and support staff responsible for post-resolution interactions with customers.

2. Responsibilities

- Customer Support Agents: Initiate follow-up communication and request feedback.
- Team Leads/Managers: Monitor follow-up procedures, review feedback, and implement improvements.
- Quality Assurance: Analyze feedback for recurring trends and service gaps.

3. Procedure

Step	Description	Responsible
1. Verify Issue Resolution	Ensure the customer issue has been fully resolved and no outstanding actions remain.	Support Agent
2. Initiate Follow-up	Within 24-48 hours of resolution, contact the customer via their preferred channel (phone/email/chat) to confirm resolution and satisfaction.	Support Agent
3. Request Feedback	Invite the customer to provide feedback through a survey link, form, or direct questions. Clearly communicate the purpose and value of their feedback.	Support Agent
4. Record Feedback	Document all received feedback in the CRM or designated tracking system. Tag feedback by customer, date, and issue type.	Support Agent
5. Escalate Unresolved Issues	If the customer indicates dissatisfaction or a new/unresolved issue, escalate to the relevant team for further action.	Support Agent / Team Lead
6. Analyze Feedback	Periodically review collected feedback for patterns and improvement areas; summarize trends in quarterly reports.	Team Lead / Quality Assurance
7. Implement Improvements	Work with relevant departments to address recurring feedback themes and enhance service delivery.	Management / QA

4. Communication Templates

Follow-up Message Example:

Dear [Customer Name],

We are following up regarding your recent support case ([Case ID]). We hope your issue has been fully resolved.

Kindly let us know if you are satisfied with the solution or if there is anything further we can assist you with. Your feedback is important to us and helps improve our service.

Please click this link to share your feedback: [Survey Link]

Best regards,
[Your Name]
[Company Name] Support Team

5. Documentation

- All feedback must be logged in the CRM/tracking tool.
- Tag feedback appropriately for future reference and analysis.
- Ensure escalation paths for open/unresolved customer concerns.

6. Review & Improvement

- SOPs should be reviewed semi-annually, or when significant changes occur in the process or feedback trends.
- Customer satisfaction scores and recurring feedback topics should be discussed in team meetings.

7. References

- Customer Feedback Policy
- CRM Documentation Guide
- Internal Escalation Matrix

Approved by: _____ *Date:* _____