

SOP Template: Aftercare, Client Feedback, and Follow-Up Processes

This SOP details the **aftercare, client feedback, and follow-up processes** to ensure continuous client satisfaction and service improvement. It includes guidelines for post-service support, methods for collecting and analyzing client feedback, strategies for timely follow-up communications, and protocols for addressing client concerns or issues. The aim is to maintain strong client relationships, enhance service quality, and foster long-term client loyalty through effective aftercare and feedback management.

1. Purpose

To establish standardized procedures for providing aftercare, gathering client feedback, and conducting follow-up actions to foster ongoing satisfaction and improvement in service delivery.

2. Scope

This SOP applies to all staff involved in post-service delivery, client communication, feedback collection, and service improvement within the organization.

3. Responsibilities

Role	Responsibilities
Client Services Team	Contact clients post-service, provide aftercare resources, and record follow-up actions.
Feedback Analyst	Collect, review, and report on client feedback for performance improvement.
Management	Oversee the processes, address escalated issues, and implement improvements.

4. Procedures

4.1 Aftercare Support

- Send a thank you communication (email, SMS, or call) within 24 hours of service completion.
- Provide clients with clear instructions for any necessary aftercare or ongoing support.
- Share contact details for support queries or concerns.

4.2 Client Feedback Collection

- Send a standardized feedback form or survey within 48 hours post-service.
- Encourage honest and constructive feedback, assuring confidentiality.
- Provide multiple channels for feedback (online form, email, phone call, in-person).

4.3 Feedback Analysis and Reporting

- Compile feedback weekly/monthly and categorize responses (positive, negative, suggestions).
- Identify trends and recurring issues for action.
- Prepare and distribute feedback reports to relevant departments and management.

4.4 Follow-Up Communication

- Respond to all client feedback within 2 business days.
- For negative feedback, reach out directly to address concerns and offer solutions or compensation where appropriate.
- Document all communication and resolutions in the client record.

4.5 Addressing Client Concerns

- Escalate unresolved or serious issues to management within 1 business day.
- Follow up after resolution to confirm client satisfaction.
- Log improvements or changes triggered by feedback into the continuous improvement plan.

5. Documentation

- Maintain records of all aftercare communications, client feedback submissions, follow-ups, and issue resolutions for a minimum of 12 months.
- Ensure data is stored securely and in compliance with privacy regulations.

6. Review and Continuous Improvement

- Review this SOP annually, or as necessary, based on feedback, organizational changes, or industry best practices.
- Incorporate lessons learned and successful new approaches into future versions of the SOP.

7. References

- Client Feedback Form Template
- Aftercare Communication Scripts
- Issue Escalation Protocol