

# SOP Template: Complaint Resolution and Service Recovery Steps

This SOP details **complaint resolution and service recovery steps**, including the process for receiving and acknowledging customer complaints, investigating issues promptly, communicating effectively with customers, implementing corrective actions, and following up to ensure customer satisfaction. The goal is to enhance customer experience, resolve complaints efficiently, and restore trust through consistent and transparent service recovery practices.

## 1. Purpose

To outline the standardized process for resolving customer complaints and implementing effective service recovery actions, ensuring all concerns are addressed promptly and professionally.

## 2. Scope

This SOP applies to all employees responsible for handling customer complaints and service recovery across all service channels.

## 3. Definitions

Term	Definition
Complaint	Any expression of dissatisfaction received from a customer regarding products, services, or interactions.
Service Recovery	Actions taken to resolve issues faced by customers and restore their confidence in the organization.

## 4. Responsibilities

- **Frontline Staff:** Receive and acknowledge complaints, initiate resolution process.
- **Supervisors/Managers:** Oversee investigations, approve corrective actions, ensure policy compliance.
- **Customer Service Team:** Communicate with customers, document steps, perform follow-up.

## 5. Procedure

- Complaint Receipt & Acknowledgement**
  - Record all complaints immediately upon receipt via designated systems (e.g., CRM, email, phone log).
  - Acknowledge receipt within **24 hours** using a standard acknowledgment template.
- Investigation**
  - Assign responsible personnel to investigate the complaint within **1 business day**.
  - Gather all relevant information and facts (customer records, employee statements, etc.).
- Customer Communication**
  - Keep the customer informed of the progress and estimated resolution timeline.
  - Use clear, empathetic, and professional communication at all times.
- Corrective Action & Service Recovery**
  - Determine appropriate corrective action and offer service recovery (e.g., apology, replacement, refund, compensation).
  - Implement corrective actions and document steps taken.
- Follow-up**
  - Contact the customer after resolution to confirm satisfaction and reiterate commitment to service quality.
  - Escalate unresolved issues according to escalation matrix.

6. Documentation & Continuous Improvement
- Maintain comprehensive records of all complaints and actions taken.

Analyze complaint data periodically to identify trends and areas for improvement.

## 6. Escalation Matrix

Level	Timeframe	Escalation To	Actions
Level 1	Within 24 hours of complaint	Supervisor	Review and initiate investigation
Level 2	If unresolved within 48 hours	Department Manager	Direct intervention and expedited resolution
Level 3	If unresolved within 72 hours	Senior Management	Review case, customer engagement, executive decision

## 7. Related Documents

- Customer Communication Templates
- Complaint Log Form
- Corrective Action Request Form
- Customer Satisfaction Survey

## 8. Revision & Approval

This SOP is reviewed annually or as needed based on changes in process or regulatory requirements.