Standard Operating Procedure (SOP): Customer Feedback Collection and Complaint Resolution

Objective

This SOP details the **customer feedback collection and complaint resolution process**, encompassing methods for gathering customer opinions through surveys, feedback forms, and direct communication; procedures for logging, categorizing, and prioritizing complaints; steps for investigating and resolving issues promptly; and protocols for follow-up and continuous improvement. The objective is to enhance customer satisfaction by effectively addressing concerns and integrating feedback into service and product development strategies.

Scope

This SOP applies to all customer-facing teams and any staff responsible for quality, product or service improvement, and complaint resolution.

Responsibilities

- **Customer Service Team:** Collects feedback, logs complaints, communicates with customers.
- **Supervisors/Managers:** Reviews complaints, ensures investigation and timely resolution.
- **Quality/Improvement Team:** Monitors trends, proposes and tracks improvements.

Process Overview

1. **Feedback Collection**
2. **Complaint Logging and Categorization**
3. **Investigation and Resolution**
4. **Follow-up & Continuous Improvement**

Procedures

1. Feedback Collection

- Deploy periodic surveys via email, SMS, or web platforms.
- Provide feedback forms on the website, at physical locations, and after service delivery.
- Gather feedback through direct communication (calls, in-person, chat).
- Encourage team members to solicit feedback actively and record it accurately.

2. Complaint Logging and Categorization

- Log all complaints into the designated CRM or ticketing system within 1 business day.
- Record essential details: customer info, date/time, complaint description, urgency, relevant files/screenshots.
- Categorize complaints (e.g., Product, Service, Billing, Delivery).

- Prioritize based on impact/severity: **Critical, Major, Minor**.

Priority	Definition	Response Time
Critical	System/service out of order, significant business impact	Within 4 hours
Major	Partial functionality, moderate impact	Within 1 business day
Minor	Low impact, does not affect operations	Within 3 business days

3. Investigation and Resolution

- Acknowledge receipt of the complaint to the customer within agreed SLA.
- Assign responsibility for investigation based on category/complexity.
- Review related records, interview involved staff, and analyze root cause.
- Communicate findings and proposed solutions to the customer.
- Implement corrective actions and document resolution in the system.
- Escalate unresolved or high-severity complaints per internal hierarchy.

4. Follow-up and Continuous Improvement

- Contact the customer post-resolution to confirm satisfaction.
- Invite further feedback and provide compensation (if warranted).
- Track complaint trends monthly and share insights in management meetings.
- Review processes every quarter for improvements based on feedback data.
- Document any changes and train staff accordingly.

Documentation and Records

- Maintain digital logs of all feedback and complaints.
- Keep evidence of investigations and resolutions for a minimum of 2 years.
- Report summary statistics quarterly.

Review and Revision

- Review this SOP annually or as needed based on business needs and feedback trends.
- Update procedures and retrain teams as required.

Note: Consistent application of this SOP ensures a positive customer experience and enables the organization to identify opportunities for improvement.