

# Standard Operating Procedure (SOP)

## Customer Notification and Status Update Procedures

This SOP details the **customer notification and status update procedures**, including timely communication protocols, methods for delivering updates, handling customer inquiries, and documenting interactions. The aim is to ensure clear, consistent, and accurate communication to enhance customer satisfaction and maintain transparency throughout the service or product delivery process.

### 1. Purpose

To define the standardized process for notifying customers about service or product status, changes, and responses to inquiries in a timely, consistent, and transparent manner.

### 2. Scope

This procedure applies to all employees involved in customer communications, including sales, support, operations, and account management teams.

### 3. Roles and Responsibilities

Role	Responsibilities
Customer Service Agents	Send notifications, respond to inquiries, document communications.
Supervisors/Managers	Review communication logs, handle escalations, ensure procedural compliance.
IT/Technical Teams	Provide updates on outages or technical issues affecting customers.

### 4. Procedures

#### 4.1. Initiating Customer Notifications

1. Identify trigger events for customer updates (e.g., order received, order shipped, delay, service disruption).
2. Select appropriate communication channel based on customer preference (email, phone, SMS, portal, etc.).
3. Compose clear, concise, and accurate messages, using approved templates where possible.
4. Send notification promptly following the trigger event.

#### 4.2. Regular Status Updates

- Provide status updates at predefined intervals or as events occur.
- Communicate any changes, delays, or issues proactively, stating cause, impact, and estimated resolution time.
- Offer channels for customer feedback and inquiries in each update.

#### 4.3. Handling Customer Inquiries

1. Acknowledge receipt of customer inquiry within the specified SLA (e.g., within 24 hours).
2. Investigate and provide a resolution or status update as soon as possible.
3. Escalate complex or unresolved issues to relevant parties according to escalation procedures.

#### 4.4. Documenting Communication

- Record all customer communications in the CRM or designated system, including date, time, topic, and outcome.
- Attach any related documentation or correspondence for future reference.

### 5. Communication Methods

Channel	Use Case
Email	Order confirmations, regular updates, extended explanations.

Phone	Urgent notifications, clarifications for complex issues.
SMS	Short updates, critical alerts.
Customer Portal	Self-service updates, status checks, document retrieval.

6. Quality Assurance and Continuous Improvement

- Managers will routinely review communication logs for quality, accuracy, and timeliness.
- Feedback and recurring customer concerns will be documented and analyzed for process improvements.
- Periodic training will be provided to staff to uphold communication standards.

7. References and Related Documents

- Company Communication Policy
- Customer Relationship Management Guidelines
- Escalation and Incident Management Procedures

8. Revision History

Date	Version	Description	Author
2024-06-01	1.0	Initial draft	CS Team