

# SOP Template: Follow-up Actions and Customer Satisfaction Confirmation

This SOP describes the process for **follow-up actions and customer satisfaction confirmation**, detailing the steps to ensure timely communication after service delivery, addressing any customer concerns, verifying resolution of issues, and measuring customer satisfaction through feedback collection. This procedure aims to enhance customer experience, foster loyalty, and support continuous improvement in service quality.

## 1. Purpose

To outline a standardized process for performing follow-up actions after service delivery and confirming customer satisfaction.

## 2. Scope

This SOP applies to all employees responsible for customer interactions and post-service follow-ups.

## 3. Responsibilities

- **Service Staff:** Initiate follow-up communication and record customer responses.
- **Customer Service Manager:** Review feedback and coordinate resolution of any outstanding issues.
- **Quality Assurance:** Analyze satisfaction data and suggest improvements.

## 4. Procedure

1. **Identify Service Completion**
  - Confirm that the service provided to the customer is completed and documented.
2. **Initiate Follow-up Communication**
  - Contact the customer within [specified timeframe, e.g., 24-48 hours] after service delivery via phone, email, or other agreed methods.
  - Thank the customer for choosing your service.
3. **Address Customer Concerns**
  - Ask if the customer has any concerns or unresolved issues.
  - Record any feedback or complaints promptly.
  - Escalate urgent issues to the appropriate department/personnel.
4. **Verify Resolution**
  - If previous issues were reported, confirm with the customer that they have been satisfactorily resolved.
5. **Collect Customer Feedback**
  - Invite the customer to complete a satisfaction survey or provide feedback.
  - Document feedback results in the customer relationship management (CRM) system or feedback log.
6. **Analyze Feedback**
  - Review feedback periodically to identify trends, strengths, or areas for improvement.
7. **Continuous Improvement**
  - Implement identified improvements to enhance future service delivery and follow-up processes.

## 5. Documentation

- Customer follow-up logs
- Feedback forms/surveys
- Resolution records
- Improvement action plans

## 6. Related Documents

- Customer Communication Policy
- Complaints Handling Procedure
- Quality Assurance Guidelines

## 7. Review and Revision

- This SOP should be reviewed annually or as needed to ensure ongoing effectiveness and compliance with organizational standards.

## 8. Version Control

Version	Date	Description	Author
1.0	2024-06-22	Initial version	[Your Name/Department]