

# SOP Template: Handling Customer Complaints and Feedback

This SOP details the process for **handling customer complaints and feedback**, including receiving and acknowledging customer concerns, assessing and categorizing complaints, investigating issues thoroughly, providing timely and appropriate responses, implementing corrective actions, and monitoring customer satisfaction. The goal is to ensure effective communication, resolve problems efficiently, enhance customer experience, and continuously improve products and services.

## 1. Purpose

To establish a standardized process for effectively managing customer complaints and feedback, ensuring swift resolution and continuous improvement.

## 2. Scope

This SOP applies to all employees who interact with customers or handle customer complaints and feedback.

## 3. Responsibilities

- **All Employees:** Receive, document, and promptly report customer complaints and feedback.
- **Customer Service Team:** Acknowledge, assess, and escalate issues as required.
- **Supervisors/Managers:** Oversee investigations, authorize corrective actions, and monitor improvement initiatives.

## 4. Procedure

### 1. Receiving Complaints and Feedback

- Accept complaints and feedback through all company-approved channels (phone, email, in-person, online form, social media).
- Record all details accurately in the complaint management system.

### 2. Acknowledgement

- Acknowledge receipt within **1 business day**.
- Provide reference number and estimated timelines for resolution when applicable.

### 3. Assessment and Categorization

- Classify complaint/feedback by urgency and type (e.g., product, service, employee conduct, etc.).
- Assign to appropriate staff or department.

### 4. Investigation

- Gather all relevant information and evidence.
- Interview involved parties if needed.

### 5. Response

- Issue a resolution and communicate decision to the customer within the agreed timeline.
- Offer an apology and corrective action when appropriate.

### 6. Implementation of Corrective Actions

- Take agreed actions (refund, replacement, policy update, training, etc.).

### 7. Monitoring and Follow-up

- Follow up with the customer to confirm satisfaction.
- Record outcome and gather feedback for continual improvement.

## 5. Documentation

- Maintain records of all complaints, feedback, investigations, actions, and follow-ups.
- Review complaint trends regularly for process improvement.

## 6. References

- Company Customer Service Policy
- Complaint Management System User Guide

## 7. Revision History

Version	Date	Description	Author
1.0	2024-06-30	Initial release	Admin