

# SOP Template: Customer Complaint Tracking and Follow-Up Process

This SOP details the **customer complaint tracking and follow-up process**, encompassing the systematic recording of customer grievances, timely acknowledgment, thorough investigation, resolution strategies, and effective communication with customers. The procedure ensures all complaints are managed efficiently to enhance customer satisfaction, improve product and service quality, and maintain a positive brand reputation. It also outlines responsibilities for staff, timelines for actions, and documentation requirements to facilitate continuous improvement and accountability.

## 1. Purpose

To standardize the process for capturing, tracking, investigating, and resolving customer complaints to promote customer satisfaction and facilitate ongoing business improvement.

## 2. Scope

This procedure applies to all employees who receive or manage customer complaints and all departments involved in complaint resolution.

## 3. Definitions

- **Complaint:** Any expression of dissatisfaction from a customer regarding products, services, or interactions.
- **Complainant:** The customer who files the complaint.
- **Complaint Owner:** The staff member assigned to investigate and resolve the complaint.

## 4. Responsibilities

Role	Responsibility
All Staff	Receive, document, and promptly forward complaints to the responsible party.
Complaint Owner	Investigate, resolve, track, and communicate complaint status and outcomes.
Management	Review complaint metrics for trends, oversee escalation, and implement process improvements.

## 5. Procedure

- 1. Complaint Receipt and Documentation**
  - Receive complaint via phone, email, online form, or in-person.
  - Log complaint in the Customer Complaint Log with date/time, customer info, and summary.
- 2. Acknowledgment**
  - Acknowledge receipt to customer within **24 hours** (standard response time).
  - Provide estimated timeline for investigation and resolution.
- 3. Assignment of Complaint Owner**
  - Assign complaint to relevant department or responsible staff within **1 business day**.
- 4. Investigation**
  - Gather relevant information and documents.
  - Interview involved parties as needed.
  - Determine root cause and potential solutions.
- 5. Resolution**
  - Develop and implement an action plan for resolution within **5 business days** (or specify alternative timelines).
  - Document actions and corrective measures taken.
- 6. Customer Communication**
  - Inform customer of resolution steps outcome and, if necessary, further actions.
  - Request feedback to confirm satisfaction with the resolution.
- 7. Closure and Documentation**

- Close complaint in tracking system/log once the customer is satisfied or all actions completed.
- Ensure all records and correspondence are attached to the complaint file.

#### 8. Reporting and Continuous Improvement

- Analyze complaint data monthly for trends and recurrent issues.
- Report findings to management for further action or quality improvement initiatives.

## 6. Documentation Requirements

- **Customer Complaint Log:** All complaints must be recorded with status updates and outcomes.
- **Correspondence Files:** Store all written communications with the customer.
- **Investigation Reports:** Document findings, root cause analysis, and corrective actions.
- **Monthly Reports:** Summaries for management review.

## 7. Timelines

Step	Standard Deadline
Acknowledge complaint	Within 24 hours
Assign Complaint Owner	Within 1 business day
Complete investigation/resolution	Within 5 business days (unless otherwise specified)
Close complaint & follow-up	Upon customer confirmation or completion of action

## 8. Review

This SOP must be reviewed annually and updated as needed to reflect changes in processes or organizational requirements.