SOP: Customer Feedback Collection and Follow-up

This SOP details the process for **customer feedback collection and follow-up**, including methods for gathering customer opinions through surveys, interviews, and direct communication, ensuring accurate documentation of feedback, analyzing the data to identify trends and areas for improvement, promptly addressing customer concerns and complaints, and implementing effective follow-up actions to enhance customer satisfaction and loyalty. The aim is to systematically capture and respond to customer insights to drive continuous improvement and strengthen customer relationships.

1. Purpose

To establish a consistent process for collecting, documenting, analyzing, and acting upon customer feedback to improve products, services, and overall customer experience.

2. Scope

This SOP applies to all employees involved in customer interaction, feedback collection, customer service, and quality improvement initiatives.

3. Responsibilities

- **Customer Service Team:** Gather feedback and address immediate concerns.
- **Quality/Continuous Improvement Team:** Analyze feedback data and recommend improvements.
- **Managers/Supervisors:** Review trends and monitor follow-up actions.

4. Procedures

1. **Feedback Collection Methods**
   - Conduct customer satisfaction surveys (online, phone, in-person).
   - Organize interviews or focus groups.
   - Encourage feedback via direct communication channels (email, chat, social media, feedback forms).
2. **Documentation**
   - Record each feedback in the centralized feedback management system.
   - Include details: date, customer info, feedback type, summary, and assigned personnel.
3. **Feedback Analysis**
   - Regularly review and categorize feedback (complaints, compliments, suggestions, queries).
   - Identify recurring themes and areas for improvement.
4. **Follow-up Actions**
   - Assign responsibility to relevant teams or individuals for resolution.
   - Respond to customers acknowledging their feedback and providing updates.
   - Implement corrective or improvement measures as needed.
5. **Tracking & Review**
   - Update status of each feedback and track completion of follow-up actions.
   - Review effectiveness of actions taken periodically and document outcomes.

5. Documentation & Records

Document/Record	Location	Retention Period
Customer Feedback Forms/Records	Feedback Management System	2 years
Follow-up Action Logs	Department Shared Drive	2 years
Monthly Feedback Analysis Reports	Quality Team Folder	3 years

6. Review & Continuous Improvement

- SOP to be reviewed annually or as required based on changes in processes or customer needs.
- Incorporate customer feedback into process improvement initiatives.

7. Related Documents

- Customer Complaint Handling SOP
- Quality Management Policy
- Data Privacy and Protection Policy

8. Revision History

Version	Date	Description	Author
1.0	2024-06-21	Initial draft	SOP Team