SOP Template: Feedback Collection Process and Monitoring

This SOP details the **feedback collection process and monitoring**, covering methods for gathering customer and employee feedback, tools and channels used for data collection, frequency of feedback collection, analysis and interpretation of feedback data, reporting procedures, and continuous improvement actions based on insights gained. The goal is to ensure effective capture and use of feedback to enhance products, services, and overall organizational performance.

1. Purpose

To establish standardized procedures for effective feedback collection, monitoring, and utilization for continuous improvement across the organization.

2. Scope

This SOP applies to all departments involved in collecting and managing customer and employee feedback.

3. Methods of Feedback Collection

- Online Surveys & Forms (Google Forms, Microsoft Forms, SurveyMonkey, etc.)
- Email Feedback
- In-person/Telephone Interviews
- Feedback Boxes (physical or digital)
- Social Media Monitoring
- Suggestion Portals on Website/Intranet
- Employee Forums/Meetings

4. Tools & Channels

Tool/Channel	Purpose
Survey Platform	Automated collection and reporting of structured feedback
Email	Direct communication for personalized or follow-up feedback
Social Media	Listening to public/customer comments
In-Person/Phone	Deep dive conversations for qualitative insights
Feedback Portal	Centralized hub for ongoing feedback collection

5. Frequency of Feedback Collection

- **Customer Surveys:** Quarterly or after transaction/interaction
- **Employee Surveys:** Twice a year (biannual) or post-key initiatives
- **Suggestion Boxes/Portal:** Continuous, monitored weekly
- **Social Media:** Ongoing/daily monitoring

6. Analysis and Interpretation

1. Compile all feedback data from various sources/tools.
2. Quantitative analysis for surveys (e.g., rating scales, NPS, CSAT).
3. Qualitative analysis using keyword or sentiment tracking for comments.
4. Identify key themes, trends, issues, and positive highlights.
5. Summarize findings for management review.

7. Reporting Procedures

1. Prepare feedback summary reports (monthly/quarterly).
2. Share reports with stakeholders via email, intranet, or dashboard.
3. Highlight action items, recommendations, and responsible parties.
4. Escalate urgent feedback to relevant departments immediately.

8. Continuous Improvement

- Establish action plans based on feedback insights.
- Track implementation and effectiveness of changes.
- Communicate improvements to feedback providers.
- Review process effectiveness annually and update SOP as required.

9. Roles & Responsibilities

Role	Responsibility
Feedback Coordinator	Oversee data collection, analysis, and reporting
Department Heads	Implement action items; support feedback initiatives
IT/Admin	Maintain and secure feedback collection tools
All Employees	Participate in surveys and encourage continuous feedback

10. Review

This SOP will be reviewed annually or as needed to ensure continued suitability, adequacy, and effectiveness.