

SOP Template: Handling Customer Inquiries and Complaints Professionally

This SOP details the process for **handling customer inquiries and complaints professionally**, including effective communication techniques, timely response protocols, accurate documentation, resolution strategies, escalation procedures, and follow-up actions. The goal is to ensure customer satisfaction, maintain positive relationships, and uphold the company's reputation by managing inquiries and complaints with professionalism and care.

1. Purpose

To establish a standardized procedure for handling customer inquiries and complaints to ensure consistent, effective, and professional customer service.

2. Scope

This SOP applies to all employees responsible for interacting with customers via phone, email, chat, or in-person regarding inquiries or complaints.

3. Responsibilities

- Customer service representatives: First-line response, documentation, and resolution.
- Supervisors/Managers: Escalation handling and final resolution.
- All staff: Maintaining professionalism and adherence to the policy.

4. Procedure

1. **Receiving Inquiries/Complaints**
 - Greet the customer courteously and listen attentively.
 - Remain calm, empathetic, and professional at all times.
2. **Effective Communication**
 - Use clear, concise, and positive language.
 - Acknowledge the customer's concerns and repeat key information to confirm understanding.
 - Thank the customer for bringing the issue/inquiry to your attention.
3. **Timely Response**
 - Respond to all inquiries and complaints as soon as possible, preferably within 24 hours.
 - If more time is needed, inform the customer of the expected time frame.
4. **Accurate Documentation**
 - Log the inquiry/complaint in the appropriate system.
 - Include customer details, nature of the issue, actions taken, and communication records.
5. **Resolution Strategies**
 - Provide clear solutions or alternatives to address the customer's concerns.
 - Verify satisfaction before closing the issue.
6. **Escalation Procedures**
 - If unable to resolve, escalate to supervisor/manager per company policy.
 - Communicate the escalation process and timeline to the customer.
7. **Follow-up Actions**
 - Follow up with the customer to confirm that the issue has been resolved to their satisfaction.
 - Document the follow-up and any additional feedback received.

5. Records Management

Maintain all records of customer interactions and resolutions in the company's CRM or documentation system for quality assurance and future reference.

6. Review and Improvement

Regularly review customer service processes and feedback to identify opportunities for improvement and training needs.

7. References

- Company Customer Service Policy
- Employee Code of Conduct
- Escalation Matrix