SOP: Issue Resolution and Customer Complaint Handling Steps

This SOP defines the **issue resolution and customer complaint handling steps**, covering the identification, documentation, and timely resolution of customer complaints. It emphasizes clear communication, root cause analysis, and corrective actions to enhance customer satisfaction. The process includes acknowledgment of complaints, investigation, resolution, follow-up, and continuous improvement to prevent recurrence and maintain strong customer relationships.

1. Purpose

To standardize the process of managing and resolving customer complaints efficiently, ensuring customer satisfaction and organizational improvement.

2. Scope

This SOP applies to all employees involved in customer service, technical support, and any team receiving or managing customer complaints.

3. Responsibilities

- **Customer Service Team:** First point of contact, responsible for logging and acknowledging complaints.
- **Complaint Handling Manager:** Oversees investigation, resolution, and follow-up.
- **Process Improvement Team:** Reviews root causes and implements corrective/preventive actions.

4. Procedure

1. **Complaint Identification & Receipt**
   - Receive complaint via phone, email, online form, or in person.
   - Obtain essential details: customer name, contact info, order/service details, and nature of complaint.
2. **Complaint Logging & Documentation**
   - Record complaint in the complaint management system with unique reference number.
   - Maintain all supporting documents, correspondence, and evidence.
3. **Acknowledgment**
   - Acknowledge receipt of the complaint within 1 business day.
   - Inform customer about the investigation and expected timeline for resolution.
4. **Investigation**
   - Analyze the issue by gathering additional information from the customer and relevant staff.
   - Determine the cause by reviewing records, processes, and communications.
5. **Resolution**
   - Identify and agree on appropriate corrective actions.
   - Implement the resolution or provide remedies as per company policy.
   - Communicate the outcome and steps taken to the customer clearly and professionally.
6. **Follow-Up**
   - Contact the customer after resolution to ensure satisfaction and confirm the issue is resolved.
   - Ask for feedback on complaint handling process.
7. **Documentation & Closure**
   - Update complaint record with resolution details and customer feedback.
   - Close the complaint in the system and archive records as per retention policy.
8. **Continuous Improvement**
   - Analyze complaint trends and root causes periodically.
   - Implement process improvements and preventive measures to avoid recurrence.
   - Review effectiveness of corrective actions and update procedures as necessary.

5. Escalation Matrix

Level	Role	Timeframe	Escalation Criteria
Level 1	Customer Service Representative	0–2 business days	First point response, routine complaints
Level 2	Complaint Handling Manager	2–4 business days	Non-routine or unresolved issues at Level 1

| Level 3 | Senior Management | 4+ business days | Serious, complex, or recurring complaints |

6. Documentation

- Complaint log with unique IDs
- Records of communication and actions taken
- Corrective action reports
- Customer feedback forms

7. Review & Continuous Improvement

- Review complaints monthly to identify trends and training needs.
- Update this SOP annually or as needed.
- Communicate changes to all relevant staff and departments.

Note: All customer information must be handled in accordance with data privacy regulations.