

# Standard Operating Procedure (SOP): Post-Support Customer Feedback Collection

## Purpose

This SOP defines the process for **post-support customer feedback collection**, including methods for gathering feedback after support interactions, timing and frequency of surveys, types of feedback tools used, analysis and reporting of customer responses, and procedures for addressing customer concerns and improving service quality based on feedback. The purpose is to enhance customer satisfaction, identify areas for support improvement, and ensure continuous service excellence.

## Scope

This SOP applies to all support interactions (email, chat, phone, portal tickets) where customer feedback is relevant and needed for quality assurance and service improvement.

## Responsibilities

- **Support Team:** Initiate customer feedback requests following support resolution.
- **Quality Assurance Team:** Review, analyze, and report feedback data; recommend improvements.
- **Management:** Oversee process compliance and resource allocation for improvements.

## Procedure

1. **Feedback Collection Timing**
  - Immediately after ticket closure or within 24 hours of case resolution.
2. **Frequency**
  - For repeat or long-term customers: maximum once per month unless service changes or complex issues occur.
3. **Feedback Tools**
  - Email-based surveys (link or embedded form)
  - In-app/web portal surveys
  - Automated SMS surveys (where applicable)
  - Phone follow-up for critical/high-priority issues
4. **Survey Contents**
  - Rating-based questions (e.g., Satisfaction: 1-5, NPS, CSAT)
  - Open-ended text responses for additional comments
  - Optional demographic or contact info (if further follow-up is needed)
5. **Analysis & Reporting**
  - Weekly review of feedback responses by QA or designated staff.
  - Monthly summary report of key metrics (e.g., CSAT rate, NPS, recurring issues).
  - Flag negative feedback for managerial review and intervention.
6. **Customer Concern Handling**
  - Respond within 24 hours to negative or unsatisfied feedback where contact is possible.
  - Escalate unresolved issues to management or relevant teams.
  - Log and track all follow-up actions.
7. **Continuous Improvement**
  - Use feedback insights to update support training, tools, and processes.
  - Review SOP quarterly for relevance and update as needed.

## Documentation & Records

- Retention of customer feedback data for at least 12 months.
- Documentation of feedback summary reports and improvement actions.

## References

- Customer Support Policy
- Data Privacy and Retention Policy

## Revision History

Version	Date	Change Description	Author
1.0	2024-06-XX	Initial SOP release	[Name]