

# SOP: Product/Service Information and Knowledge Verification

This SOP details the process for **product/service information and knowledge verification**, encompassing the accurate dissemination of product details, validation of employee understanding, continuous training protocols, customer communication standards, update and review mechanisms, and assessment methods to ensure comprehensive knowledge and consistency across the organization. The goal is to maintain high levels of expertise, improve customer satisfaction, and uphold product/service integrity through systematic verification and education.

## 1. Scope

This SOP applies to all employees engaged in product/service handling, sales, support, and communication functions across the organization.

## 2. Responsibilities

- **Department Managers:** Oversee SOP implementation and compliance.
- **HR & Training Team:** Develop, deliver, and track training and knowledge assessments.
- **Employees:** Participate in training and demonstrate required product/service knowledge.
- **Quality Assurance (QA):** Audit processes for compliance and accuracy.

## 3. Process Overview

1. **Information Compilation:** Collect and validate all product/service details and documentation.
2. **Dissemination:** Share up-to-date information through internal platforms, handbooks, or regular briefings.
3. **Training:** Organize initial and ongoing training sessions for all relevant staff.
4. **Knowledge Verification:** Assess employee understanding through tests, quizzes, or practical demonstrations.
5. **Customer Communication:** Establish standards for accurate, consistent responses to customer inquiries.
6. **Updates/Reviews:** Regularly update materials and repeat training following product or procedure changes.
7. **Continuous Improvement:** Review outcomes and feedback to improve the process.

## 4. Procedures

### 4.1 Product/Service Information Compilation

- Responsible party gathers product/service specs, FAQs, and updates from R&D, marketing, and suppliers.
- Validate accuracy through cross-departmental review before distribution.

### 4.2 Information Dissemination

- Distribute information via digital knowledge base, email, intranet, and monthly meetings.
- Maintain version control and date of last update for all materials.

### 4.3 Training Protocols

- Schedule onboarding training for new hires and ongoing refresher courses for existing staff.
- Utilize presentations, manuals, e-learning modules, and workshops.

### 4.4 Knowledge Verification

- Conduct regular assessments (written, oral, or practical).
- Minimum passing score: 80% (or as defined by management).
- Document results and follow up with remedial training as necessary.

## 4.5 Customer Communication Standards

- Ensure all customer-facing staff use approved scripts, FAQs, or factsheets.
- Periodic audits of customer interactions for accuracy and consistency.

## 4.6 Updates and Review Mechanisms

- Review product/service information quarterly or upon major updates.
- Update training materials and employee assessments accordingly.

# 5. Documentation and Records

- Archive all training materials, attendance, and test results for at least 2 years.
- Maintain change logs for all updated documents.

## 6. Assessment and Review

- Annually review SOP effectiveness through employee feedback, customer complaint records, and QA audits.
- Adjust SOP procedures, training, and verification methods as necessary.

## 7. References

- Training Policy Document (TPD-2024-01)
- Quality Assurance Manual
- Customer Service Standards Guide

## 8. Revision History

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