# Standard Operating Procedure (SOP): Customer Follow-Up and Satisfaction Confirmation

This SOP details the process for **customer follow-up and satisfaction confirmation**, including timely communication post-purchase, feedback collection methods, addressing customer concerns, ensuring product or service quality, and maintaining positive customer relationships. The goal is to enhance customer experience, increase retention, and improve overall satisfaction through consistent and effective follow-up practices.

## 1. Purpose

To outline the steps for following up with customers after a purchase or service interaction, confirm their satisfaction, collect feedback, resolve any issues, and nurture long-term relationships.

## 2. Scope

This SOP applies to all sales, support, and service personnel responsible for post-purchase customer interactions.

## 3. Responsibilities

- Customer Service Representatives: Execute follow-up, collect feedback, document interactions, and resolve concerns.
- Supervisors/Managers: Monitor follow-up procedures, review feedback, and ensure high quality of customer service.
- Quality Assurance: Analyze feedback and recommend process improvements.

## 4. Procedure

1. **Timely Post-Purchase Communication**
   - Initiate contact within **2 business days** after the customer's purchase or service interaction.
   - Preferred channels: phone call, email, or SMS (as per customer preference).
   - Template scripts/emails should be used where appropriate for consistency.
2. **Feedback Collection**
   - Ask customers about their experience and satisfaction with the product/service.
   - Use feedback tools such as online surveys, feedback forms, or direct questions during calls.
   - Document feedback in the customer relationship management (CRM) system.
3. **Addressing Customer Concerns**
   - If concerns or issues are identified, acknowledge them promptly and apologize if necessary.
   - Escalate unresolved or complex issues to the appropriate department or supervisor.
   - Follow up on resolutions and inform the customer about actions taken.
4. **Ensuring Product or Service Quality**
   - Verify that customers received their products/services as expected.
   - Check for any quality-related issues or discrepancies.
   - Coordinate with relevant teams to address quality concerns.
5. **Maintaining Positive Relationships**
   - Thank the customer for their business and feedback.
   - Offer relevant support, resources, or loyalty incentives (if applicable).
   - Record all follow-up actions and customer feedback in the CRM system.

## 5. Follow-Up Timeline Example

| Timeframe | Action |
|-----------|--------|
| Day 1-2 | Initiate post-purchase contact and thank the customer. |
| Day 3-5 | Collect feedback and document responses. |
| Day 6-10 | Resolve any reported concerns and confirm satisfaction. |
| Ongoing | Share updates, loyalty offers, and maintain communication as needed. |

# 6. Documentation and Reporting

- Record all follow-up attempts and outcomes in the CRM or designated database.
- Summarize and submit customer feedback reports monthly to management.
- Track and analyze common issues for process improvement.

# 7. Review and Continuous Improvement

- Regularly review the SOP for effectiveness and compliance.
- Gather internal feedback from staff to identify areas for improvement.
- Revise procedures as required to enhance customer satisfaction.

# 8. References and Appendices

- Appendix A: Sample Follow-Up Email/Call Script
- Appendix B: Customer Feedback Form Template
- Appendix C: Escalation Process Flowchart