

SOP Template: Feedback Collection and Evaluation Process

This SOP details the **feedback collection and evaluation process**, encompassing methods for gathering customer and stakeholder feedback, techniques for data analysis, criteria for assessing feedback quality, and guidelines for implementing improvements based on insights. The objective is to enhance service quality and customer satisfaction through systematic evaluation and responsive action.

1. Purpose

To establish a standardized procedure for collecting, evaluating, and acting upon feedback from customers and stakeholders, ensuring continuous improvement and high satisfaction.

2. Scope

This SOP applies to all departments and teams engaged in interacting with customers or stakeholders and responsible for quality improvement initiatives.

3. Responsibilities

- **Customer Service Team:** Collect and record feedback promptly.
- **Quality Assurance Team:** Analyze and evaluate feedback for actionable insights.
- **Management:** Oversee the implementation of improvements and track outcomes.

4. Procedure & Process Steps

- Feedback Collection**
 - Utilize multiple channels: surveys, suggestion boxes, direct interviews, online forms, email, and social media.
 - Acknowledge receipt of feedback to the provider when possible.
- Documentation**
 - Log all feedback in a centralized feedback management system.
 - Record details: date, source, type (compliment, complaint, suggestion), and a summary.
- Feedback Evaluation**
 - Review feedback weekly or as defined by process owner.
 - Sort by urgency and impact.
- Data Analysis**
 - Use qualitative (theme identification) and quantitative (trend and frequency) analytical methods.
 - Identify recurrent issues or suggestions.
- Assess Feedback Quality**
 - Apply criteria: relevance, specificity, clarity, frequency, and feasibility of suggested improvements.
- Action Planning & Improvement Implementation**
 - Assign responsibility for actionable feedback to appropriate team members.
 - Develop and communicate a plan to implement improvements.
 - Track progress and completion of corrective actions.
- Communication and Closure**
 - Inform feedback providers of actions taken, when feasible.
 - Document final outcomes in the feedback system.

5. Criteria for Assessing Feedback Quality

Criterion	Description
Relevance	Feedback relates to products, services, or processes within scope.
Specificity	Details are clear and actionable, avoiding general statements.
Clarity	Feedback is understandable and unambiguous.
Frequency	Issue or suggestion is mentioned by multiple sources.

Feasibility	Suggested actions are practical and within current resources/capabilities.
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6. Documentation and Records

- Maintain electronic or physical records of all feedback and improvement actions for at least one year.
- Review records annually to assess process effectiveness.

7. Review and Continuous Improvement

- Periodically review this SOP for effectiveness and relevance (at least annually).
- Update procedures based on lessons learned and organizational changes.

8. References

- Feedback management policy
- Quality management system

Approved by: _____ Date: _____ SOP Version: ____.