

# Standard Operating Procedure (SOP)

## Handling Customer Complaints and Incident Reporting

This SOP details the process for **handling customer complaints and incident reporting**, including receiving and documenting complaints, investigating issues thoroughly, communicating effectively with customers, implementing corrective actions, and maintaining accurate records. The goal is to ensure prompt resolution of customer concerns, improve service quality, and support continuous improvement by systematically addressing incidents and feedback.

### 1. Purpose

To provide a structured approach for managing and resolving customer complaints and incidents to ensure customer satisfaction and continual service improvement.

### 2. Scope

This procedure applies to all employees and departments involved in customer service, complaint handling, and incident reporting.

### 3. Responsibilities

- **All Employees:** Receive, document, and escalate complaints/incidents as required.
- **Supervisors/Managers:** Investigate, resolve, and close complaints/incidents.
- **Quality/Compliance Team:** Monitor trends and implement improvements.

### 4. Definitions

- **Complaint:** An expression of dissatisfaction received from a customer regarding products/services.
- **Incident:** An event not consistent with routine operations that could impact customer satisfaction or organizational reputation.

### 5. Procedure

1. **Receiving Complaints/Incidents**
  - Accept complaints/incidents via phone, email, in-person, or web form.
  - Thank the customer and assure them their concern will be addressed promptly.
2. **Documenting Complaints/Incidents**
  - Record all details in the official log/database, including:
    - Date/time
    - Customer name and contact information
    - Description of complaint/incident
    - Employee receiving report
3. **Initial Assessment**
  - Determine severity and urgency.
  - Escalate to relevant personnel as appropriate.
4. **Investigation**
  - Gather information from involved parties.
  - Review relevant records, products, or services.
  - Document findings and root cause analysis.
5. **Customer Communication**
  - Provide acknowledgement of receipt within 24 hours.
  - Communicate investigation progress and expected timeframes.
  - Inform the customer of the resolution and any actions taken.
6. **Corrective Actions**
  - Implement necessary actions to resolve the issue and prevent recurrence.
  - Monitor effectiveness of corrective actions.
7. **Closure and Documentation**
  - Close the case after resolution is confirmed and customer is satisfied.
  - Document the resolution, actions taken, and lessons learned.
  - Archive records according to company policy.

### 6. Records

- Complaint/incident log entries
- Investigation reports

- Customer correspondence
- Corrective action records

## 7. Continuous Improvement

- Regularly review complaints/incidents for trends.
- Conduct root cause analyses for recurring issues.
- Update procedures and provide training as needed.

## 8. Document Control

<b>SOP Number</b>	[Insert Number]
<b>Effective Date</b>	[Insert Date]
<b>Review Date</b>	[Insert Date]
<b>Approved By</b>	[Insert Name/Title]