

SOP Template: Multi-channel Feedback Collection Process

This SOP describes the **multi-channel feedback collection process**, detailing methods for gathering feedback through in-person interactions, online platforms, and phone communications. It outlines procedures for consistent data capture, proper documentation, and analysis to ensure comprehensive customer insights and enhance service quality across all channels.

1. Purpose

To standardize the process for collecting, recording, and analyzing customer feedback across multiple channels, ensuring comprehensive, accurate, and actionable insights are obtained from in-person, online, and phone interactions.

2. Scope

This SOP applies to all staff involved in customer interactions across the following feedback channels:

- In-person (direct customer engagements)
- Online (web forms, surveys, email, social media)
- Phone (voice calls, voicemails)

3. Roles and Responsibilities

Role	Responsibilities
Feedback Collectors (Staff)	<ul style="list-style-type: none">• Collect feedback via designated channels• Document feedback promptly and accurately
Supervisors/Managers	<ul style="list-style-type: none">• Ensure SOP adherence• Oversee documentation and data integrity
Data Analysts/Quality Team	<ul style="list-style-type: none">• Analyze collected feedback• Generate actionable insights and reports

4. Procedure

4.1 In-person Feedback Collection

1. Politely invite the customer to provide feedback at the end of the interaction.
2. Use standardized feedback forms (paper or tablet-based) for responses.
3. Assist the customer if necessary, ensuring unbiased recording.
4. Confirm completion, thank the customer, and securely store the form.
5. Transcribe/enter feedback into the central feedback database within 24 hours.

4.2 Online Feedback Collection

1. Provide links or access to feedback forms via website, app, email, or social media.
2. Ensure forms are user-friendly and compatible with various devices.
3. Monitor online channels regularly for completed submissions and unsolicited feedback.
4. Automatically or manually transfer feedback data into the central feedback database.

4.3 Phone Feedback Collection

1. Encourage feedback at the end of customer calls.
2. **If live feedback:**
 - Record responses on standardized forms during the call.

If voicemail feedback:

- Transcribe voicemails and enter responses into the feedback database.
3. Verify information with the customer if any clarification is needed.
 4. Log feedback in the central system within 24 hours.

5. Data Entry and Documentation

- All feedback to be recorded in the central feedback management system.
- Include: channel, date/time, customer contact details (if applicable), feedback content, staff name.
- Ensure data privacy and security during collection and storage.

6. Feedback Analysis

- Aggregate feedback from all channels for periodic (weekly/monthly) review.
- Identify trends, recurring issues, and actionable improvement areas.
- Generate summary reports for management and relevant departments.

7. Continuous Improvement

- Use feedback data to implement service enhancements and process updates.
- Review feedback collection process quarterly for possible improvements.

8. Documentation and Records

- Maintain copies of all feedback, forms, and analysis reports for at least 2 years (or as per policy).
- Restrict access to feedback data to authorized personnel only.

9. References

- Feedback policy documents
- Data protection/privacy policies

10. Revision History

Version	Date	Description	Author
1.0	2024-06-22	Initial Version	[Author Name]