SOP: Complaint Analysis, Reporting, and Continuous Improvement Review

This SOP details the process for **complaint analysis, reporting, and continuous improvement review**, encompassing systematic collection and categorization of complaints, thorough analysis to identify root causes, comprehensive reporting to relevant stakeholders, and implementation of corrective actions. The goal is to enhance customer satisfaction and organizational performance by fostering a culture of continuous improvement based on feedback and data-driven insights.

1. Purpose

To provide a standardized approach for handling, analyzing, reporting, and reviewing customer complaints to facilitate continuous improvement within the organization.

2. Scope

This procedure applies to all employees and departments involved in receiving, managing, analyzing, and resolving customer complaints.

3. Responsibilities

- **Complaint Handler:** Initial collection and categorization of complaints.
- **Quality Team:** Analysis of complaint data and root cause identification.
- **Management:** Review reports and approve corrective actions.
- **All Employees:** Support continuous improvement actions as assigned.

4. Procedure

1. **Complaint Collection**
   - Log all customer complaints in the Complaint Management System within 24 hours of receipt.
   - Assign a unique reference number to each complaint.
2. **Complaint Categorization**
   - Categorize complaints according to type (e.g., product, service, delivery) and severity.
3. **Analysis & Root Cause Investigation**
   - Review all relevant data and evidences.
   - Conduct root cause analysis utilizing tools such as the 5 Whys, Fishbone Diagram, or Pareto Analysis.
4. **Reporting**
   - Prepare a monthly complaint analysis report describing trends, root causes, and corrective actions implemented.
   - Distribute reports to department heads and senior management.
5. **Corrective Action Implementation**
   - Develop action plans addressing identified root causes.
   - Monitor and verify the effectiveness of corrective actions.
6. **Continuous Improvement Review**
   - Conduct quarterly review meetings to assess complaint management effectiveness and update processes as needed.
   - Document decisions and assign responsibilities for further improvements.

5. Documentation & Records

Document/Record	Responsible	Retention Period
Complaint Log	Complaint Handler	3 years
Complaint Analysis Report	Quality Team	3 years
Corrective Action Records	Relevant Department	3 years

| Review Meeting Minutes | Management | 3 years |

6. Key Performance Indicators (KPIs)

- Number of complaints received and resolved per month
- Average resolution time
- Percentage of complaints resulting in corrective actions
- Customer satisfaction improvement trends

7. Continuous Improvement

- Feedback from reports and review meetings is used to refine the complaint management process.
- Training sessions held as necessary to address recurrent issues and ensure process knowledge.

8. Revision History

Version	Date	Description of Change	Approved By
1.0	2024-06-01	Initial release	Management