

SOP Template: Customer Complaint Resolution Process

This SOP describes the **customer complaint resolution process**, detailing the systematic approach to receiving, documenting, investigating, and resolving customer complaints promptly and effectively. It includes procedures for acknowledging complaints, analyzing root causes, implementing corrective actions, communicating resolutions to customers, and monitoring complaint trends to improve overall service quality and customer satisfaction.

SOP Number	[Insert Number]
Effective Date	[Insert Date]
Department	Customer Service
Prepared By	[Name]
Reviewed By	[Name/Position]

1. Purpose

To ensure all customer complaints are managed consistently and effectively, addressing root causes and continuously improving customer satisfaction.

2. Scope

This SOP applies to all customer complaints received directly or indirectly by any employee, across all products and services.

3. Definitions

- **Complaint:** Any expression of dissatisfaction by a customer regardless of merit.
- **Root Cause Analysis:** A method of problem solving used for identifying the fundamental cause of complaints.
- **Corrective Action:** Steps taken to eliminate the cause of a detected complaint or issue.

4. Responsibilities

- **All Employees:** Receive and report complaints promptly.
- **Customer Service Team:** Document, investigate, resolve, and communicate complaint resolutions.
- **Management:** Review trends, approve corrective actions, and ensure implementation.

5. Procedure

1. **Receiving Complaints:**
 - Accept complaints via email, phone, web forms, social media, or in person.
 - Record all complaints in the Customer Complaint Log.
2. **Acknowledgement:**
 - Acknowledge the receipt of the complaint to the customer within 24 hours.
3. **Assessment and Categorization:**
 - Assess complaint severity and categorize accordingly.
4. **Investigation:**
 - Assign responsibility for investigation.
 - Gather relevant information and documentation.
 - Conduct root cause analysis if applicable.
5. **Resolution and Corrective Action:**
 - Determine and implement corrective and preventive actions.
 - Verify that actions resolve the issue.
6. **Communication:**
 - Inform the customer of the resolution and actions taken.
 - Document customer feedback, if any.
7. **Documentation:**
 - Keep detailed records of all correspondence and actions taken.
8. **Monitoring and Review:**

- Review complaint logs regularly to identify trends.
- Report findings and recommendations to management for continuous improvement.

6. Records

- Customer Complaint Log
- Correspondence Records
- Corrective Action Reports

7. Review and Continuous Improvement

The process shall be reviewed annually or upon significant change to ensure effectiveness and relevance.

8. Appendices

- Appendix A: Complaint Form Template
- Appendix B: Root Cause Analysis Checklist