

SOP: Handling Customer Feedback and Complaints During Promotions

This SOP details the process for **handling customer feedback and complaints during promotions**, ensuring timely and effective responses to enhance customer satisfaction. It includes guidelines for receiving, documenting, and addressing feedback or complaints, training staff on communication protocols, monitoring promotional activities for potential issues, and implementing corrective actions to improve service quality. The goal is to maintain positive customer relationships and uphold the brand's reputation throughout promotional periods.

1. Purpose

To establish a standardized process for receiving, documenting, and resolving customer feedback and complaints during promotional campaigns.

2. Scope

This SOP applies to all staff involved in sales, customer service, and management during promotional periods.

3. Responsibilities

Role	Responsibility
Customer Service Staff	Receive and document feedback/complaints, follow communication protocols, and escalate when necessary.
Supervisors/Managers	Monitor issues, implement corrective actions, review and analyze feedback trends.
Training Coordinator	Ensure all relevant staff are trained in this SOP and communication best practices.

4. Procedure

- Receiving Feedback/Complaints**
 - Accept feedback through defined channels (in-person, phone, email, web forms, social media, etc.).
 - Greet the customer politely and listen attentively without interruption.
- Documenting Feedback/Complaints**
 - Record all relevant details (customer name, contact info, nature of feedback/complaint, date, promotion details).
 - Use the designated feedback/complaint tracking system or log sheet.
- Addressing Feedback/Complaints**
 - Acknowledge receipt of the feedback or complaint promptly.
 - Assess the issue and determine if it can be resolved immediately. If not, escalate to a supervisor/manager.
 - Provide a timeframe for resolution and keep the customer updated.
- Implementing Corrective Actions**
 - Identify root causes for recurring complaints.
 - Take prompt and appropriate corrective actions.
 - Document actions taken and ensure issue closure.
- Follow-up**
 - Follow up with the customer post-resolution to confirm satisfaction.
 - Solicit feedback on the complaint handling process where appropriate.

5. Staff Training

- All staff involved in promotional activities must undergo training on communication protocols, complaint handling, and product knowledge prior to each campaign.
- Provide refresher trainings and updates as needed for new promotions or product changes.

6. Monitoring and Reporting

- Supervisors must regularly review ongoing feedback and complaint trends during promotions.
- Report high frequency or serious issues to management for immediate attention and potential promotional adjustments.

- Summarize key findings and resolutions in a post-promotion report to inform future improvement.

7. Review and Improvement

- This SOP is to be reviewed after each promotional period for relevance and effectiveness.
- Update procedures as necessary based on new insights or changes in company policies.

8. Related Forms & Documents

- Customer Feedback/Complaint Log Sheet
- Complaint Resolution Form
- Training Attendance Record
- Post-Promotion Review Template