

SOP Template: Complaint Acknowledgment Procedure

This SOP describes the **Complaint Acknowledgment Procedure**, detailing the steps for promptly recognizing and responding to customer complaints. It includes guidelines for receiving complaints, verifying complainant details, issuing acknowledgment notifications, setting response timelines, and maintaining accurate records. The purpose is to ensure effective communication, build customer trust, and facilitate timely resolution of issues through a standardized complaint acknowledgment process.

1. Purpose

To ensure customer complaints are acknowledged promptly, documented accurately, and communicated efficiently, fostering trust and enabling timely resolution.

2. Scope

This SOP applies to all customer complaints received through any official channel by the Customer Service or Quality departments.

3. Roles & Responsibilities

Role	Responsibility
Customer Service Representative	Receive and document complaints, send acknowledgment notifications, maintain records.
Customer Service Manager	Oversee acknowledgment process, ensure SOP adherence, address escalated cases.
Quality Assurance	Verify complaint records and ensure procedural compliance.

4. Procedure

- Receiving the Complaint**
 - Accept complaints from all official channels (e.g., phone, email, web, in-person).
 - Record the complaint details in the Complaint Register or CRM system.
- Verify Complainant Details**
 - Confirm the complainant's contact information (name, email, phone number, account details if applicable).
 - If information is incomplete, request clarification from the complainant.
- Acknowledgment Notification**
 - Send an acknowledgment to the complainant via their preferred channel within 24 hours of complaint receipt.
 - The notification should include:
 - Confirmation of complaint receipt
 - Assigned reference/complaint number
 - Expected timeline for initial response
 - Contact information for further queries
- Set Response Timelines**
 - Inform the complainant of the estimated resolution time and next steps.
- Maintain Accurate Records**
 - Log all communication and updates related to the complaint in the designated system.

5. Communication Template: Complaint Acknowledgment

Subject: Acknowledgment of Your Complaint [Reference Number]

Dear [Customer Name],

Thank you for contacting us regarding your recent concern. We have received your complaint (Reference: [Complaint Number]) on [Date]. Our team is currently reviewing the information provided. We will contact you within [number of days] with an update or to request additional details if needed.

Please feel free to reach out if you have further questions.

Best regards,
[Your Company Name] Customer Service Team
[Contact Details]

6. Records Management

- All acknowledgment communications and complaint records shall be retained for a minimum of [x] years, as per company policy.
- Access to complaint records must be limited to authorized personnel only.

7. References

- Customer Complaint Handling Policy
- Data Protection and Privacy Policy

8. Review & Revision

- This SOP shall be reviewed annually or upon significant process change.