

SOP: Customer Complaint Handling and Feedback Review

This SOP details the process for **customer complaint handling and feedback review**, covering complaint receipt, documentation, investigation, resolution, and follow-up. It aims to ensure timely, consistent, and effective management of customer issues to improve satisfaction and service quality. The procedure emphasizes active listening, clear communication, root cause analysis, corrective actions, and continuous feedback monitoring to enhance overall customer experience and foster trust.

1. Purpose

To provide clear, systematic guidance for managing customer complaints and feedback, ensuring a prompt, fair, and effective response that supports continuous service improvement and customer satisfaction.

2. Scope

This SOP applies to all employees handling customer complaints and feedback within the organization.

3. Definitions

- **Complaint:** Any expression of dissatisfaction made by a customer regarding a product or service.
- **Feedback:** Comments, suggestions, or observations provided by customers about their experiences.
- **Corrective Action:** Steps taken to resolve a complaint and prevent recurrence.

4. Responsibilities

Role	Responsibility
All Employees	Report and escalate customer complaints and feedback as per procedure.
Customer Service Team	Receive, document, investigate, and resolve complaints. Communicate with customers as needed.
Management	Review escalated complaints, approve corrective actions, and ensure implementation.

5. Procedure

5.1 Complaint & Feedback Receipt

- Accept complaints and feedback via all available channels (e.g., email, phone, website, in-person).
- Listen actively and show empathy to the customer.
- Acknowledge receipt immediately (within 1 business day).

5.2 Documentation

- Record all details in the Complaint/Feedback Register or designated CRM system, including:
 - Date and time received
 - Customer details
 - Nature of complaint/feedback
 - Assigned responsible staff

5.3 Investigation

- Assess the issue by gathering all relevant information and evidence.
- Perform root cause analysis where applicable.
- Escalate to management if necessary.

5.4 Resolution

- Develop and implement a corrective action plan (if required).
- Communicate resolution and next steps to the customer promptly.
- Record actions taken and outcomes in the register/CRM.

5.5 Follow-up

- Confirm customer satisfaction with the outcome.
- Document any additional comments or ongoing concerns.
- Close the complaint in the system if resolved.

5.6 Feedback Review and Continuous Improvement

- Regularly review complaint/feedback trends and root causes.
- Present findings to management for process improvements.
- Implement agreed changes to prevent recurrent issues.

6. Records

Maintain all complaint/feedback records securely for a minimum of 3 years. Records should be accessible for review and audits.

7. Related Documents

- Complaint/Feedback Register Template
- Corrective Action Form
- Customer Communication Policy

8. Revision History

Version	Date	Description
1.0	2024-06-11	Initial issue.