SOP Template: Feedback Collection and Response Processes

This SOP details the **feedback collection and response processes**, encompassing methods for gathering customer and stakeholder feedback, establishing communication channels, setting timelines for response, categorizing and prioritizing feedback, assigning responsibilities, and implementing follow-up actions. The goal is to enhance service quality and stakeholder satisfaction by systematically addressing feedback and continuously improving organizational practices.

1. Purpose

To define standardized procedures for collecting, evaluating, and responding to feedback from customers and stakeholders to drive service improvement and satisfaction.

2. Scope

This SOP applies to all employees and departments engaged in interactions with customers or stakeholders where feedback may be solicited or received.

3. Definitions

Term	Definition
Feedback	Information, suggestions, or complaints provided by customers or stakeholders about the organization's products, services, or practices.
Stakeholder	Any individual or group with an interest in the organization's services or outcomes.

4. Responsibilities

- **Feedback Coordinator:** Oversees the collection process and monitors timelines.
- **Department Heads:** Assign resources, review feedback, and implement action items within their department.
- **Customer Service:** Handles direct responses to customers and records outcomes.
- **All Employees:** Forward feedback to appropriate channels promptly.

5. Procedure

1. **Feedback Collection**
   - Utilize multiple channels: surveys, web forms, email, social media, in-person, and suggestion boxes.
   - Regularly promote feedback opportunities to stakeholders.
   - Log all feedback in the centralized tracking system within 24 hours of receipt.
2. **Initial Review and Categorization**
   - Categorize feedback as *complaint*, *suggestion*, *compliment*, or *other*.
   - Prioritize based on urgency and potential impact (e.g., safety issues, legal risks, customer retention threats).
3. **Assignment**
   - Assign feedback to the relevant department or individual within 24 hours.
4. **Response Timeline**

Feedback Type	Initial Response	Resolution / Follow-up
Complaint	Within 2 business days	Within 5-10 business days, or as specified
Suggestion/Inquiry	Within 3 business days	Within 10 business days; notify if further time needed
Compliment	Within 2 business days	As appropriate

5. **Response and Communication**
   - Use appropriate communication channels (email, phone, letter) to respond.
   - Thank the feedback provider, acknowledge the concern, and provide resolution details or next steps.
6. **Follow-up and Escalation**
   - Confirm resolution with the feedback provider, where relevant.

- Escalate unresolved or high-priority feedback to management within 24 hours.
7. **Record Keeping**
   - Document all actions taken and communications in the tracking system.
8. **Continuous Improvement**
   - Analyze feedback trends quarterly.
   - Report findings to management for process improvement recommendations.

6. Related Documents

- Customer Feedback Log
- Issue Escalation SOP
- Quarterly Feedback Analysis Report Template

7. Revision History

Date	Version	Description	Author
2024-06-08	1.0	Initial SOP release	Admin