

Standard Operating Procedure (SOP): Handling Customer Complaints and Feedback Professionally

This SOP details the process for **handling customer complaints and feedback professionally**, including receiving and acknowledging complaints promptly, documenting and categorizing feedback, investigating issues thoroughly, communicating effectively and empathetically with customers, implementing corrective actions, and following up to ensure resolution and customer satisfaction. The goal is to enhance customer experience, build trust, and improve service quality through systematic complaint management.

1. Purpose

To provide clear guidance for staff on managing customer complaints and feedback in a professional manner, ensuring concerns are addressed promptly, thoroughly, and transparently to drive continuous improvement.

2. Scope

This SOP applies to all employees responsible for receiving, processing, and resolving customer complaints and feedback.

3. Responsibilities

- **All staff:** Receive and report complaints/feedback as per process.
- **Customer Service Team:** Manage, document, and resolve complaints.
- **Supervisors/Managers:** Oversee complaint handling and corrective actions.

4. Procedure

1. Receiving Complaints & Feedback

- Accept feedback via all official channels (in person, email, phone, web, social media).
- Listen actively and respectfully to the customer, acknowledging their concern.

2. Acknowledging Complaints

- Confirm receipt of the complaint/feedback within 24 hours (or as per company standard).
- Provide the customer with a reference number (if applicable) and expected timeline for a response.

3. Documenting & Categorizing

- Log each complaint or feedback in the designated system with all relevant details (date, time, customer information, summary).
- Assign a category and severity/priority level as per guidelines.

4. Investigation

- Gather all necessary information and evidence (e.g. order details, records, personnel input).
- Investigate impartially to determine root cause.

5. Communication with Customer

- Keep the customer updated on progress in a timely and empathetic manner.
- If applicable, apologize sincerely and outline next steps.

6. Corrective Action

- Implement solutions or corrective actions as promptly as possible.
- Document actions taken in the complaint log.

7. Follow-Up & Resolution

- Contact the customer to confirm resolution and satisfaction.
- If the customer is not satisfied, escalate according to escalation procedures.

8. Feedback Analysis and Reporting

- Periodically review and analyze feedback to identify trends and areas for improvement.
- Report findings and recommendations to management.

5. Records & Documentation

- Maintain records of all complaints and feedback for the period specified by company policy.
- Ensure confidentiality and compliance with data protection regulations.

6. Continuous Improvement

Use data from complaints and feedback to implement training, process changes, or service adjustments to prevent recurrence and improve customer experience.

7. Review

This SOP will be reviewed annually, or as needed, to ensure effectiveness and relevance.