SOP Template: Customer Status Updates and Resolution Confirmation

This SOP details the process for providing **customer status updates and resolution confirmation**, ensuring timely and accurate communication with customers regarding their inquiries, complaints, or service requests. It covers steps for tracking customer issues, updating customers on progress, confirming issue resolution, and documenting all interactions to enhance customer satisfaction and maintain clear communication channels.

1. Purpose

To ensure all customer status updates and resolution confirmations are communicated in a timely, consistent, and transparent manner.

2. Scope

Applies to all employees responsible for customer service, support, and communication related to inquiries, complaints, or service requests.

3. Responsibilities

- Customer Service Representatives: Track, update, and confirm resolution with customers.
- Supervisors/Managers: Monitor process compliance and provide guidance as needed.

4. Procedure

1. **Receive and Log Issue**
    - Record customer inquiry, complaint, or request in the designated CRM or ticketing system.
    - Assign a unique tracking number or case ID.
2. **Acknowledge Receipt**
    - Send acknowledgment to the customer within the defined SLA (e.g., 1 business day).
    - Include case ID, initial assessment, and expected resolution time frame.
3. **Track and Monitor Progress**
    - Regularly check the status of the customer's issue.
    - Coordinate internally for necessary information, action, or escalation.
4. **Update Customer**
    - Provide periodic status updates as per SLA or when significant progress/change occurs.
    - Communicate in clear, professional language, specifying next steps or expected timelines.
5. **Confirm Resolution**
    - Once the issue is resolved, promptly inform the customer of the resolution.
    - Detail actions taken and confirm if the solution meets the customer's expectations.
    - Request customer confirmation or satisfaction feedback if applicable.
6. **Document Interactions**
    - Record all updates, communications, and outcomes in the CRM or ticketing system.
    - Close the case only after customer confirmation or after a set non-response period, as defined by company policy.
7. **Follow Up (if needed)**
    - If the customer is unsatisfied or requests further assistance, reopen or escalate the case as needed.

5. Documentation

- Case/ticket logs in CRM or ticketing system
- Emails or communication records with customers
- Feedback or resolution confirmation forms (if applicable)

6. References

- Customer Service SLAs and Communication Policies
- CRM or Ticketing System User Guide

Review Date: [Insert date here]

Prepared by: [Insert name/department]

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