

SOP: Initial Complaint Acknowledgement and Communication Timeline

This SOP details the process for **initial complaint acknowledgement and communication timeline**, ensuring timely recognition of customer complaints, clear communication protocols, and defined response timeframes. The procedure aims to enhance customer satisfaction by promptly addressing concerns, maintaining transparency, and establishing a systematic approach to complaint management from receipt to resolution.

1. Scope

This SOP applies to all customer-facing employees responsible for managing complaints, regardless of the complaint channel (email, phone, web, etc.).

2. Responsibilities

- **Customer Service Team:** Receive, acknowledge, and log all complaints.
- **Team Lead/Supervisor:** Oversee process adherence, provide guidance.
- **Relevant Department:** Address and resolve the issue as required.

3. Procedure

1. **Complaint Receipt**
 - Complaints may be received via email, web form, phone, social media, or in person.
 - Record complaint details in the Complaint Management System (CMS).
2. **Initial Acknowledgement**
 - **Timeline:** Within 1 business day of receipt.
 - Acknowledge complaint receipt using the customer's preferred communication channel.
 - Template for acknowledgement:

Dear [Customer Name],

Thank you for contacting us. We have received your complaint regarding [brief description]. Our team is currently reviewing your concern, and we will keep you informed about the progress.

Sincerely,
[Your Company/Team Name]

3. **Communication Timeline**

Action	Responsible	Timeframe
Initial acknowledgment (as above)	Customer Service	Within 1 business day
Complaint Review/Investigation	Relevant Department	Within 2-5 business days
Progress Update (if not resolved)	Customer Service	Every 3 business days
Resolution Notification	Customer Service/Department	Upon resolution

4. **Documentation**
 - All communication and actions must be recorded in the CMS.
 - Maintain records for at least [x] years as per company policy.

4. Communication Best Practices

- Use clear, professional, and empathetic language.
- Notify the customer promptly of any delays and provide revised timelines.
- Escalate unresolved issues per the escalation matrix.

5. Review and Updates

Review this SOP annually or as needed to ensure effectiveness and compliance with best practices.

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