

Standard Operating Procedure (SOP)

Receipt and Logging of Customer Complaints

This SOP details the process for **receipt and logging of customer complaints**, including the initial acknowledgment of complaints, accurate recording of customer details and issues, categorization and prioritization of complaints, assignment to appropriate departments for resolution, tracking complaint status, and maintaining records for analysis and continuous improvement. The objective is to ensure timely, consistent, and effective handling of customer complaints to enhance customer satisfaction and service quality.

1. Purpose

To provide a standardized method for the receipt, logging, and initial management of customer complaints, ensuring all complaints are addressed in a timely and consistent manner.

2. Scope

This procedure applies to all employees involved in the handling, logging, and resolution of customer complaints.

3. Responsibilities

- Customer Service Representatives:** Receive, record, and acknowledge complaints.
- Department Managers:** Review, assign, and ensure timely follow-up and resolution.
- Quality/Continuous Improvement Team:** Analyze complaint data for trends and provide recommendations.

4. Procedure

- Receipt of Complaint**
Accept complaints via designated channels (phone, email, web form, in-person, etc).
- Acknowledge Receipt**
Provide an acknowledgment to the customer within *24 hours* of complaint receipt.
- Log Complaint Details**
Record the following information in the Customer Complaint Log:
 - Customer name and contact details
 - Date and time of complaint
 - Description of the issue
 - Medium of submission
 - Assigned complaint reference/ID number
- Categorize and Prioritize**
Categorize the complaint (e.g., product, service, billing, other) and assign a priority level (e.g., high, medium, low) based on its impact/severity.
- Assign to Department**
Forward the complaint to the relevant department/individual for action, with all logged details.
- Track Status**
Update the complaint status as progress is made (open, in-progress, resolved, closed).
- Maintain Records**
Ensure all complaint records are securely stored for future analysis and audits.

5. Complaint Log Template

| Complaint ID | Date | Customer Name | Contact Information | Channel | Description | Category | Priority | Assigned To | Status | Resolution Date | Notes |
|--------------|------------|---------------|---------------------------|---------|--------------------------|----------|----------|-------------|----------|-----------------|------------------|
| 2024-001 | 2024-06-20 | Jane Doe | jane@email.com / 555-1234 | Email | Incorrect billing amount | Billing | High | Accounts | Resolved | 2024-06-21 | Refund processed |

6. Review and Continuous Improvement

- Periodic reviews of complaint logs will identify recurring issues and inform preventive actions.
- Regular training will be provided to all teams handling customer complaints.
- Updates to this SOP will be made as necessary to improve process outcomes.

7. References

- Company Customer Service Policy
- Quality Management Manual
- Data Privacy Policy

8. Revision History

| Version | Date | Description | Approved By |
|---------|------------|---------------------|-----------------|
| 1.0 | 2024-06-20 | Initial SOP release | Quality Manager |