SOP Template: After-Service Follow-Up and Customer Satisfaction Checks

This SOP details the process for **after-service follow-up and customer satisfaction checks**, encompassing timely communication with customers post-service, gathering feedback on service quality, addressing any concerns or issues raised, documenting customer responses, and implementing improvements based on feedback. The objective is to enhance customer experience, ensure service effectiveness, and foster long-term customer loyalty through systematic follow-up and satisfaction assessment.

1. Purpose

To outline the standardized process for conducting after-service follow-up and customer satisfaction checks.

2. Scope

This SOP applies to all customer-facing staff responsible for service delivery follow-up and quality assurance.

3. Responsibilities

- **Service Team:** Initiate follow-up communication with customers post-service.
- **Quality Assurance:** Collect, analyze, and document customer feedback.
- **Management:** Review feedback and implement improvements.

4. Procedure

1. **Follow-up Timing**
   - Initiate contact within **2 business days** after service has been delivered.
2. **Communication Channel**
   - Use preferred customer communication channel (e.g., phone, email, SMS).
3. **Feedback Collection**
   - Ask customer to rate service quality (e.g., satisfaction scale or survey).
   - Request any additional comments or suggestions.
4. **Addressing Concerns**
   - Listen empathetically to concerns.
   - Escalate unresolved issues to the relevant department within 24 hours.
5. **Documentation**
   - Record all customer responses and actions taken in the Customer Feedback Log.
6. **Continuous Improvement**
   - Review collected feedback monthly.
   - Identify trends and areas for improvement.
   - Implement necessary changes and communicate improvements to staff.

5. Documentation & Records

Document	Responsibility	Retention
Customer Feedback Log	Service Team/QA	12 months
Improvement Action Plan	Management	Until superseded

6. Review & Revision

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

7. References

- Customer Service Policy
- Feedback Handling Guidelines