

SOP Template: Client Communication, Updates, and Feedback Management

This SOP defines **client communication, updates, and feedback management** processes, focusing on clear and consistent communication with clients, timely updates on project progress, and structured feedback collection and analysis. The goal is to enhance client satisfaction, ensure transparency, and foster continuous improvement through effective communication strategies and responsive feedback mechanisms.

1. Purpose

To establish a standardized process for communicating with clients, providing project updates, and managing feedback to ensure optimal client relations and project success.

2. Scope

This SOP applies to all team members involved in client-facing roles, project managers, and support staff across all client projects.

3. Roles & Responsibilities

Role	Responsibilities
Project Manager	Primary point of contact; oversees communication, sends updates, ensures feedback is addressed.
Team Members	Provide regular status updates and input for client communications.
Client Liaison (if applicable)	Coordinates feedback collection and monitors client satisfaction.
Support Staff	Assists in documentation and record-keeping of communications and feedback.

4. Procedure

1. Initial Communication

- Send a welcome email introducing the project team and outlining communication protocols.
- Share key contact information and preferred communication channels (e.g., email, phone, project management tools).

2. Regular Project Updates

- Schedule routine updates (e.g., weekly status emails, bi-weekly calls).
- Provide progress summaries, milestones achieved, upcoming tasks, and any challenges or risks identified.
- Document and archive all update communications for future reference.

3. Feedback Collection

- Request feedback at key project milestones and upon project completion using structured forms or surveys.
- Encourage open communication and provide multiple channels for clients to share input.

4. Feedback Analysis & Response

- Review and categorize feedback (positive, constructive, urgent issues, suggestions).
- Discuss with the team and formulate action plans or responses.
- Communicate actions taken or responses to the client promptly.

5. Continuous Improvement

- Implement lessons learned from client feedback in future projects.
- Update SOPs and communication protocols as necessary based on recurring feedback themes.

5. Communication Guidelines

- Maintain a professional, courteous, and clear tone in all communications.
- Respond to client inquiries within 24 business hours.
- Tailor communication frequency and format to client preferences when possible.
- Escalate urgent issues immediately to the designated contact or project manager.

6. Documentation & Record Keeping

- Store all client communications, feedback, and actions in the relevant project management tool or centralized repository.
- Ensure access is restricted to authorized personnel only.
- Maintain records for future reference and process audits.

7. Review & Updates

- Review this SOP annually or after major projects for relevance and effectiveness.
- Update procedures as needed to reflect best practices or process improvements.

8. References

- Company Communication Policy
- Project Management Guidelines
- Client Feedback & Satisfaction Survey Templates