

SOP Template: Complaint Resolution Workflow

This SOP defines the **complaint resolution workflow**, outlining the structured process for receiving, documenting, investigating, and resolving customer complaints efficiently and effectively. The procedure ensures timely communication, appropriate escalation, root cause analysis, corrective actions, and feedback collection to improve customer satisfaction and organizational performance.

1. Purpose

To ensure all customer complaints are managed efficiently, resolved in a timely manner, and used as opportunities for improvement.

2. Scope

This procedure applies to all employees involved in receiving, handling, investigating, and resolving customer complaints.

3. Definitions

Term	Definition
Complaint	Any expression of dissatisfaction by a customer regarding products, services, or processes.
Escalation	Process of raising a complaint to a higher authority or specialized team for resolution.
Root Cause Analysis	Methodology to identify the underlying reasons for the complaint.

4. Responsibilities

- **Frontline Staff:** Receive and document complaints; provide initial response.
- **Complaint Handling Team:** Investigate, resolve, and communicate with customer.
- **Supervisors/Managers:** Escalate complex complaints, ensure timely resolution, review root causes, and implement corrective actions.
- **Quality/Compliance Team:** Review complaint trends and oversee continuous improvement actions.

5. Procedure

1. **Complaint Receipt**
 - Receive complaint through any channel (email, phone, website, in-person).
 - Acknowledge receipt to customer within **24 hours**.
2. **Complaint Logging and Documentation**
 - Record details in the Complaint Management System (CMS).
 - Assign a unique complaint ID and responsible handler.
3. **Investigation**
 - Assess complaint validity and gather relevant information.
 - Engage relevant departments/stakeholders as required.
4. **Resolution and Response**
 - Develop and implement corrective actions.
 - Communicate findings and resolution to customer within the agreed timeframe.
5. **Escalation (If Needed)**

- Escalate unresolved/complex complaints to supervisors or managers.
 - Document escalation actions and outcomes in CMS.
6. **Closure**
- Confirm customer satisfaction with resolution.
 - Update complaint status as closed in CMS.
7. **Feedback and Continuous Improvement**
- Request customer feedback post-resolution.
 - Review complaint logs regularly to identify trends and areas for improvement.

6. Records

- Complaint logs and documentation (CMS)
- Communication records
- Actions taken and outcomes
- Feedback forms

7. Review & Revision

This SOP shall be reviewed annually or upon significant changes in the complaint handling process.