

SOP Template: Customer Inquiry and Complaint Resolution Process

This SOP defines the **customer inquiry and complaint resolution process**, detailing procedures for receiving, documenting, and addressing customer inquiries and complaints promptly and effectively. It includes steps for initial response, investigation, communication with customers, resolution implementation, follow-up, and feedback collection to ensure customer satisfaction and continuous service improvement.

1. Purpose

To ensure a consistent, timely, and effective approach in handling customer inquiries and complaints, thereby maintaining high customer satisfaction and continuously improving services.

2. Scope

This SOP applies to all employees involved in the handling of customer inquiries and complaints, regardless of communication channel (e.g., phone, email, web, social media, in-person).

3. Responsibilities

- **Customer Service Team:** Receive, document, and process inquiries and complaints.
- **Supervisors/Managers:** Oversee complaint resolution, handle escalations.
- **Quality Assurance Team:** Monitor and report on process compliance and outcomes.

4. Procedure

1. **Receiving the Inquiry/Complaint:**
 - Log all customer inquiries and complaints into the tracking system (include date, customer details, nature of inquiry/complaint).
 - Acknowledge receipt within 24 hours.
2. **Initial Assessment:**
 - Determine the nature, urgency, and complexity of the inquiry/complaint.
 - Assign a responsible staff member or escalate if necessary.
3. **Investigation:**
 - Gather all relevant information and facts from the customer and internal records.
 - Consult involved departments or third parties as required.
4. **Communication with Customer:**
 - Provide regular updates on the progress and expected resolution timeframe.
 - Clarify any unclear details with the customer as needed.
5. **Resolution:**
 - Propose and agree on a resolution with the customer, if possible.
 - Implement the agreed resolution promptly.
6. **Follow-Up:**
 - Contact the customer to confirm satisfaction with the outcome.
 - Document customer feedback and any further actions needed.
7. **Closure:**
 - Formally close the case in the tracking system with all actions and correspondence recorded.
 - Flag for review if necessary for process improvements.

5. Documentation & Records

- Maintain records of all inquiries and complaints, including communications and resolutions, for at least [X] years.
- Ensure data privacy and confidentiality requirements are observed.

6. Continuous Improvement

- Regularly review complaint trends, root causes, and resolution effectiveness.
- Implement process improvements and provide staff training as needed.

7. Related Documents

- Customer Feedback Policy
- Complaint Tracking Form
- Data Protection Policy