Standard Operating Procedure (SOP)

Customer Service and Complaint Resolution Process

This SOP details the **customer service and complaint resolution process**, covering steps for effective communication, timely response to customer inquiries, systematic handling of complaints, escalation procedures, resolution strategies, and follow-up actions. Its goal is to enhance customer satisfaction, build trust, and ensure continuous improvement in service quality by addressing customer concerns promptly and professionally.

1. Purpose

To outline standardized procedures for handling customer inquiries and complaints to ensure effective, timely resolutions and improved customer experience.

2. Scope

This SOP applies to all customer service representatives and other employees involved in handling customer interactions via phone, email, online chat, or in person.

3. Roles & Responsibilities

Role	Responsibilities
Customer Service Representative	Receive, document, and address customer inquiries and complaints; escalate as needed.
Supervisor/Team Lead	Support representatives, handle escalations, ensure SOP compliance.
Quality Assurance	Monitor interactions, collect feedback, recommend improvements.
Management	Oversee process performance, implement improvements, report to leadership.

4. Process Steps

1. **Receiving Inquiry/Complaint**
   - Greet the customer courteously, introduce yourself, and listen actively.
   - Record the customer's information and details of the issue.

2. **Acknowledgment & Communication**
   - Acknowledge receipt of the complaint or inquiry within **24 hours**.
   - Communicate next steps and expected timelines clearly to the customer.

3. **Investigation & Assessment**
   - Investigate the issue by reviewing records and, if necessary, consulting relevant personnel/departments.
   - Maintain transparent communication with the customer during the investigation.

4. **Resolution**
   - Propose a solution or alternative, ensuring it aligns with company policies.
   - Document the agreed-upon resolution and actions taken.

5. **Escalation (if necessary)**
   - If unresolved, escalate to a supervisor or specialist per escalation matrix.
   - Inform the customer about the escalation and expected follow-up.

6. **Follow-Up**
   - Verify with the customer that the issue has been resolved satisfactorily.
   - Document feedback and close the case.

7. **Continuous Improvement**
   - Regularly review complaint data and feedback for trends.
   - Recommend and implement process improvements as needed.

5. Documentation & Records

- All inquiries and complaints must be logged in the customer service management system.
- Records should include customer details, date/time, nature of complaint, actions taken, resolution, and follow-up.

6. Escalation Matrix (Example)

Escalation Level	Situation	Responsible Person	Max Response Time
Level 1	General Inquiry/Complaint	Customer Service Rep	24 hours
Level 2	Unresolved or Major Complaint	Supervisor/Team Lead	12 hours
Level 3	High-risk/Escalated Issue	Management	6 hours

7. Review & Revision

- This SOP should be reviewed annually or when process enhancements are necessary.
- All personnel should be informed promptly of any updates.

8. References

- Company Customer Service Policy
- Complaint Handling Guidelines
- Quality Management Documentation

9. Appendix

- Customer Inquiry/Complaint Form Template
- Escalation Contact List