

# Standard Operating Procedure (SOP): Customer Service and Complaint Resolution Steps

This SOP details the **customer service and complaint resolution steps**, including customer inquiry handling, effective communication techniques, complaint logging and tracking, prompt response and resolution strategies, escalation procedures, follow-up actions, and feedback collection. The goal is to ensure high customer satisfaction by addressing issues efficiently and maintaining positive customer relationships.

## 1. Purpose

To outline a standardized process for handling customer service inquiries and resolving complaints efficiently and professionally.

## 2. Scope

This SOP applies to all customer service representatives and relevant support personnel handling customer inquiries and complaints.

## 3. Procedure

### 1. Customer Inquiry Handling

- Greet the customer courteously and identify yourself.
- Actively listen to understand the customer's inquiry or concern fully.
- Document the customer's details and the nature of the inquiry for record-keeping.

### 2. Effective Communication Techniques

- Maintain a calm, positive, and empathetic tone throughout the interaction.
- Use clear and concise language, avoiding jargon.
- Ask clarifying questions as needed to ensure complete understanding.
- Confirm the customer's needs and expectations.

### 3. Complaint Logging and Tracking

- Log all complaints into the designated customer service system with relevant details.
- Assign a unique reference number to every complaint for tracking purposes.
- Update the complaint status as it progresses through each stage.

### 4. Prompt Response and Resolution Strategies

- Acknowledge receipt of the complaint within the standardized response time (e.g., 24 hours).
- Investigate the complaint thoroughly, consulting internal records and communicating with relevant teams if necessary.
- Present possible solutions or corrective actions to the customer.
- Implement the agreed-upon resolution as quickly as possible.

### 5. Escalation Procedures

- If the complaint cannot be resolved at the first level, escalate to the appropriate manager or department following internal guidelines.
- Document the details of the escalation, including reasons and actions taken.
- Inform the customer of the escalation and expected timelines for further resolution.

### 6. Follow-Up Actions

- Verify that the customer's issue has been resolved to their satisfaction.
- Follow up with the customer within a designated timeframe after resolution.
- Update the complaint record with follow-up details and customer feedback.

### 7. Feedback Collection

- Invite the customer to provide feedback on the resolution process and overall experience.
- Record feedback and suggestions for process improvement.
- Periodically review feedback to identify trends and areas for development.

## 4. Responsibilities

- **Customer Service Representatives:** Follow the SOP and provide timely, respectful service.
- **Supervisors/Managers:** Handle escalated complaints and monitor SOP compliance.

## 5. Review & Continuous Improvement

This SOP should be reviewed annually or as needed to ensure effectiveness and alignment with customer service best practices.