# Standard Operating Procedure (SOP)

## Client Feedback and Satisfaction Measurement Process

This SOP details the **client feedback and satisfaction measurement process**, encompassing the systematic collection, analysis, and utilization of client feedback to enhance service quality. It includes methods for gathering client opinions through surveys, interviews, and direct communication, establishing criteria for evaluating satisfaction levels, and implementing improvements based on feedback. The objective is to foster continuous improvement, strengthen client relationships, and ensure that client expectations are consistently met or exceeded.

### 1. Purpose

To establish a standardized process for collecting, analyzing, and utilizing client feedback to improve service quality and client satisfaction.

### 2. Scope

This SOP applies to all departments and personnel responsible for client engagement, relationship management, and service delivery.

### 3. Definitions

| Term | Definition |
|---|---|
| Client Feedback | Input, opinions, and suggestions provided by clients regarding products, services, or overall experience. |
| Client Satisfaction | The degree to which client expectations are met or exceeded. |
| Continuous Improvement | Ongoing efforts to enhance products, services, or processes based on feedback and evaluation. |

### 4. Responsibilities

- **Customer Service Team:** Initial point of contact for gathering and recording feedback.
- **Quality Assurance Team:** Analyze feedback and prepare reports.
- **Management:** Approve action plans based on feedback and monitor implementation.

### 5. Procedure

1. **Collection of Feedback**
   - Distribute satisfaction surveys after key service milestones (e.g., project completion, support ticket resolution).
   - Conduct interviews with selected clients periodically.
   - Encourage direct feedback through phone, email, and online channels.
   - Monitor social media and review platforms for unsolicited feedback.
2. **Recording and Documentation**
   - Log all feedback in a centralized system (CRM or dedicated feedback tool).
   - Classify feedback by type (positive, negative, suggestion, etc.) and urgency.
3. **Analysis of Feedback**
   - Review feedback regularly (at least monthly).
   - Identify recurring themes, satisfaction trends, and key areas for improvement.
   - Score satisfaction using established criteria (such as Net Promoter Score, CSAT, or custom rating scales).
4. **Reporting**
   - Summarize findings in a periodic report (monthly, quarterly) to management and relevant teams.
   - Highlight critical issues requiring immediate attention.
5. **Action and Improvement**
   - Develop action plans to address key issues and implement improvements.
   - Communicate actions and updates to clients where applicable.
   - Monitor the impact of changes by tracking subsequent feedback and satisfaction scores.

### 6. Measurement Criteria

- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Client Retention Rate

- Response and Resolution Time for Issues
- Qualitative Feedback Analysis

## 7. Review & Continuous Improvement

- Review this process annually or as needed.
- Incorporate learnings and new best practices to ensure effectiveness.

## 8. References

- Customer Feedback Policy
- Quality Assurance Guidelines
- Client Communication Protocols

## 9. Revision History

| Date | Version | Description | Author |
|------|---------|-------------|--------|
| 2024-06-25 | 1.0 | Initial SOP Release | [Your Name] |