

SOP: Client Review and Feedback Handling

This SOP defines the process for **client review and feedback handling**, detailing steps for collecting, evaluating, and responding to client feedback effectively. It ensures systematic communication with clients, timely resolution of issues, continuous improvement of products and services, and enhances client satisfaction and loyalty through structured feedback management.

1. Purpose

To establish a standardized process for managing client reviews and feedback for ongoing improvement and enhanced client relationships.

2. Scope

This SOP applies to all departments and team members involved in receiving, recording, reviewing, and acting upon client feedback and reviews.

3. Responsibilities

Role	Responsibility
Client Service Team	Collect and record feedback, initial response to clients
Feedback Manager	Review feedback, assign tasks for follow-up actions
Department Heads	Implement corrective/improvement actions
Quality Assurance	Monitor trends and report outcomes

4. Procedure

- 1. Collection of Feedback**
 - Solicit feedback through surveys, emails, or review platforms.
 - Encourage clients to provide detailed comments and suggestions.
- 2. Recording and Acknowledgement**
 - Document all feedback in the feedback management system.
 - Send an acknowledgment to the client within 1 business day.
- 3. Evaluation**
 - Assess feedback to determine if it is positive, constructive, or a complaint.

- Escalate urgent or high-impact issues immediately to relevant managers.

4. Action Planning

- Assign responsibility to the appropriate team or individual for follow-up.
- Develop an action plan for addressing issues or implementing suggestions.

5. Response to Client

- Communicate resolution or next steps to the client within mutually agreed timelines.
- Express appreciation for their feedback.

6. Monitoring and Continuous Improvement

- Monitor feedback trends and recurring themes for further improvements.
- Review feedback handling process quarterly for effectiveness.

5. Documentation and Records

- Feedback logs and correspondence
- Action plans and resolution records
- Quarterly review summaries

6. Review and Revision

This SOP will be reviewed annually or as needed based on process changes or feedback from stakeholders.

7. References

- Company Feedback Policy
- Client Communication Guidelines