

Standard Operating Procedure (SOP): Feedback Collection and Analysis Process

1. Purpose

This SOP details the **feedback collection and analysis process**, encompassing methods for gathering customer and stakeholder feedback, utilizing various data collection tools, ensuring data accuracy and confidentiality, analyzing feedback to identify trends and areas for improvement, and reporting findings to relevant departments. The objective is to enhance service quality and customer satisfaction by systematically capturing and interpreting feedback for informed decision-making.

2. Scope

This procedure applies to all departments involved in customer or stakeholder interactions where feedback is relevant to service improvement.

3. Responsibilities

- **Feedback Team:** Collects, stores, and analyzes feedback data.
- **Department Managers:** Review feedback outcomes and implement recommendations.
- **Data Protection Officer:** Ensures confidentiality and compliance with data protection regulations.

4. Definitions

Term	Definition
Feedback	Input, opinions, or assessments provided by customers or stakeholders regarding the company's products or services.
Stakeholder	Any individual or entity with an interest in the company's operations or outcomes.

5. Procedure

- Feedback Collection**
 - Utilize channels: surveys, feedback forms, interviews, email, telephone, and digital platforms.
 - Schedule collection at regular intervals (e.g., post-interaction, quarterly, or annually).
 - Assign a responsible person/team for each channel.
- Data Handling**
 - Store feedback securely using access-restricted systems.
 - Remove any personal identifiers unless absolutely necessary for analysis.
 - Ensure compliance with GDPR or relevant data protection legislation.
- Data Accuracy and Confidentiality**
 - Verify input data for completeness and consistency.
 - Encrypt sensitive feedback data when in storage or transmission.
- Feedback Analysis**
 - Compile and categorize feedback (e.g., positive, negative, suggestions).
 - Utilize qualitative and quantitative analysis tools (e.g., sentiment analysis, coding frameworks, statistical tools).
 - Identify trends, recurring themes, and priority improvement areas.
- Reporting Findings**
 - Prepare feedback analysis reports for relevant departments and management.
 - Highlight actionable insights and recommendations.
 - Distribute reports electronically and archive securely for future review.
- Action and Follow-Up**
 - Track status of implemented recommendations.
 - Re-survey or reach out to feedback providers when applicable, to assess satisfaction with changes.

6. Documentation & Records

- Retain feedback data and analysis reports for a minimum of 2 years.
- Document actions taken as a result of feedback.
- Store all documents securely in compliance with internal and legal requirements.

7. Revision & Review

- Review this SOP annually or when significant changes occur in feedback processes.
- Log all revisions in the revision history below.

Revision Date	Version	Description	Author
2024-06-07	1.0	Initial SOP release	[Your Name/Dept]