

# SOP: Post-shipment Feedback and Customer Support Follow-up

This SOP details the process for **post-shipment feedback and customer support follow-up**, encompassing systematic collection of customer feedback after product delivery, timely response to customer inquiries and concerns, proactive resolution of issues, documentation of customer interactions, and continuous improvement based on customer input. The objective is to enhance customer satisfaction, build long-term relationships, and ensure the effectiveness of shipment and support services through attentive and responsive communication.

## 1. Purpose

To outline standardized procedures for obtaining customer feedback after shipment, handling customer support inquiries, ensuring timely resolution of issues, and using feedback for continuous improvement.

## 2. Scope

This SOP applies to all team members involved in post-shipment support, including customer service, logistics, and quality assurance teams.

## 3. Responsibilities

Role	Responsibility
Customer Support Team	Initiate feedback requests, respond to inquiries, document interactions, and escalate unresolved issues.
Logistics Team	Confirm delivery completion, assist with shipment-related concerns.
Quality Assurance	Analyze feedback for areas of improvement, recommend corrective actions.
Management	Review reports and oversee process improvements.

## 4. Procedure

- Confirm Delivery**
  - Verify successful delivery via tracking and/or coordination with the logistics provider.
- Request Post-shipment Feedback**
  - Send a thank you message and feedback request within **2 business days** after delivery via email, SMS, or phone call.
  - Include a link to a survey or relevant feedback platform.
- Monitor and Collect Feedback**
  - Track responses received through all designated channels.
  - Record feedback in a centralized database or CRM system.
- Respond to Customer Inquiries and Concerns**
  - Acknowledge receipt of any inquiry or complaint within **24 hours**.
  - Investigate and resolve issues promptly, documenting all actions taken.
- Escalation and Resolution**
  - Escalate unresolved issues according to the escalation matrix.
  - Follow up with the customer upon resolution to confirm satisfaction.
- Documentation**
  - Log all customer interactions, feedback, and resolution steps in the CRM or appropriate record system.
- Continuous Improvement**
  - Analyze collected feedback monthly for trends and recurring issues.
  - Share findings with relevant departments and implement corrective actions as needed.

## 5. Documentation and Records

- Customer interaction logs
- Feedback and survey responses
- Issue resolution records
- Monthly feedback trend reports

## 6. Review and Update

This SOP should be reviewed annually and updated as necessary to incorporate new best practices and feedback-driven changes.

## 7. References

- Customer Feedback Policy
- Escalation Matrix
- CRM Documentation Guidelines