

Customer Complaint Resolution Process Template

A consistent, documented path from "customer is upset" to "resolved and logged."

Step 1: Acknowledge

Respond within a set window. Acknowledge the issue before defending or explaining anything.

Step 2: Understand

1. What exactly happened, from the customer's perspective?
2. What outcome are they actually looking for?
3. Is this a one-time issue or a symptom of a bigger process problem?

Step 3: Resolve

1. Who has authority to offer what (refund, discount, redo, replacement)?
2. What's the timeline for resolution once the issue is understood?
3. Does the customer know what's happening and when to expect an update?

Step 4: Follow Up

Confirm the resolution actually satisfied them; don't assume silence means it's fixed.

Step 5: Log It

DATE	CUSTOMER	ISSUE	RESOLUTION	ROOT CAUSE	FIX NEEDED?
					Yes / No

Review Regularly

- ☐ Complaint log reviewed monthly for patterns
- ☐ Recurring root causes get an actual process fix, not just repeated apologies