

Customer Service & Complaint SOP

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Writes a customer-service and complaint SOP — quality complaints (cement setting, tile shade/breakage, steel), delivery and billing issues, company-warranty routing, and service recovery — so complaints are resolved and reputation protected. Use it to set service standards. For reviews use the Local Marketing & Reputation tool.

Purpose of this tool & output

Handle quality and service complaints well

How the output is used

Use it as the SOP to handle quality and service complaints well — record, respond, replace or escalate so trust survives a problem.

Important cautions

Route genuine manufacturing defects to the company with batch/sample proof; resolve dealer-side issues fast to keep contractor trust.

Companion documents

- Counter Sales & Billing SOP
- Quotation & Order Builder
- Contractor & Builder Sales Playbook
- Upsell & Cross-Sell Guide
- Delivery & Logistics SOP
- Sales Tracking & Reporting

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