

Customer Service & Complaint SOP

Travel & Tourism

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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-handling SOP for a travel business — pre-trip communication, on-trip support, complaint channels and resolution, compensation guidelines and service recovery — so issues are handled and reviews stay positive. Use it to set service standards. For reviews use the Reviews & Reputation Management tool.

Purpose of this tool & output

Handle service issues and complaints well

How the output is used

Use it to handle service issues and complaints well — a customer service and complaint SOP across response, resolution and recovery.

Important cautions

Most complaints come from expectation gaps; be honest upfront and respond fast when things go wrong.

Companion documents

- Enquiry-to-Booking Conversion Playbook
- Travel CRM & Follow-Up System
- Booking & Payment Collection SOP
- Repeat & Referral Program
- Reviews & Reputation Management
- Cancellation & Refund Policy Builder

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