

Mopilya.com

Happy Call, Customer Feedback, Complaint and Return Handling SOP

ISO 9001:2015 Aligned Controlled Document

Document Code	MOP-CS-SOP-001	Revision	0
Document Type	Standard Operating Procedure	Effective Date	20-Jun-2026
Process Owner	Customer Care Manager	Approved By	General Manager
Prepared By	OpexEdge Consultancy	Status	Draft for Management Approval
Applies To	After-sales contact, satisfaction, complaints, returns and replacements	Confidentiality	Internal Use

Important note: This document is a ready-to-edit QMS draft. It should be reviewed, approved, and customized by Mopilya process owners before official release or certification use.

Document Revision History

Rev.	Date	Description of Change	Prepared / Reviewed / Approved
0	20-Jun-2026	Initial issue prepared for ISO 9001:2015 QMS implementation.	Prepared by OpexEdge; to be reviewed and approved by Mopilya management.

1. Purpose

To confirm customer satisfaction after delivery, capture feedback, handle complaints and returns, and convert customer experience data into corrective and improvement actions.

2. Scope

Applies from delivery completion to happy call within 24-48 hours, customer feedback, complaint logging, return/replacement requests, issue resolution, closure, and trend reporting.

3. ISO 9001:2015 Alignment

Relevant Area	How this procedure supports the QMS
Clause 9.1.2 - Customer Satisfaction	Monitors customer perception and feedback.
Clause 8.2.1 - Customer Communication	Defines communication for enquiries, changes, complaints, and feedback.
Clause 8.7 - Nonconforming Outputs	Controls defective or incorrect delivered outputs.
Clause 10.2 - Nonconformity and Corrective Action	Ensures complaints are corrected and root causes addressed when needed.

4. Definitions

Term	Definition
Happy Call	Post-delivery call or message to confirm receiving, satisfaction, condition, and service feedback.
Complaint	Expression of dissatisfaction requiring response or action.
Return / Replacement	Customer request to return, replace, repair, or exchange product according to policy and issue assessment.
Closure	Documented evidence that customer issue was resolved or formally closed.

5. Responsibilities

Role	Main Responsibilities
Customer Care	Conducts happy calls, records feedback, logs complaints, follows up to closure.
Operations	Investigates order, supplier, production, or logistics causes and defines action.
Quality	Reviews product-related complaints, NCRs, and corrective actions.
Finance	Processes approved refunds, credits, or payment adjustments.

6. Procedure

Step	Activity	Responsible	Required Control / Output
1	Create happy call task after order	Customer Care	Task created within 24 hours.

	status becomes delivered.		
2	Contact customer within 24-48 hours to confirm receipt, condition, delivery experience, and satisfaction score.	Customer Care	Happy Call Record completed.
3	If customer is satisfied, close order and capture positive feedback or review request if appropriate.	Customer Care	Order closed as satisfied.
4	If customer reports issue, create complaint record with order number, customer statement, photos if available, severity, owner, and due date.	Customer Care	Complaint log entry created.
5	Classify issue: product defect, wrong specification, delivery damage, delay, installation/assembly issue, communication issue, or payment/refund issue.	Customer Care / Quality	Issue category assigned.
6	Assign action owner and target response time based on severity.	Customer Care Manager	Owner and due date visible.
7	Investigate issue using order records, production order, inspection record, supplier confirmation, delivery POD, and customer evidence.	Operations / Quality	Investigation notes recorded.
8	Decide action: explanation, correction, repair, replacement, return, refund, discount, supplier rework, or corrective action.	Operations / Quality / Finance	Disposition approved.
9	Communicate resolution to customer and confirm closure.	Customer Care	Customer closure evidence retained.
10	For repeated or serious issues, open CAPA and review trends in management review.	Quality / QMS Coordinator	CAPA record created where needed.

7. Records and Retention

Record / Form	Owner	Minimum Retention	Storage Location
Happy Call Record	Customer Care	3 years	CRM / customer care folder
Customer Complaint Log	Customer Care	5 years	CRM / QMS folder
Return / Replacement Record	Customer Care / Operations	5 years	Order folder
Customer Closure Evidence	Customer Care	5 years	CRM / order folder
Complaint Trend Report	QMS Coordinator	3 years	QMS performance folder

8. Process Risks and Controls

Risk	Preventive Control	Reaction / Escalation
Customer complaint missed or delayed	Mandatory complaint log, owner, due date, and weekly review.	Escalate overdue complaints to Customer Care Manager.
Issue closes without customer confirmation	Closure evidence required.	Reopen issue if customer disagrees.
Repeated defects continue	Complaint trend review and CAPA trigger.	Open corrective action and review supplier/process performance.

9. KPIs

KPI	Suggested Target	Review Frequency
Happy calls completed within 48 hours	>= 90%	Weekly
Complaint first response time	Within 1 business day	Weekly
Complaint closure within target	>= 90%	Monthly

Customer satisfaction score	>= 4/5 or agreed target	Monthly
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10. Related Documents / Forms

- MOP-CS-FRM-001 Happy Call Record
- MOP-CS-FRM-002 Customer Complaint Log
- MOP-CS-FRM-003 Return / Replacement Record
- MOP-QMS-SOP-002 Nonconforming Output and CAPA SOP

Approval

Prepared By	Reviewed By	Approved By
Name / Signature / Date	Name / Signature / Date	Name / Signature / Date