

Standard Operating Procedure	Receiving & Responding to Feedback from Customers	Dept: Admin, Drivers, Tour
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Purpose

This Standard Operating Procedure (SOP) describes how to receive and respond to customer feedback, including a way that is accessible to people with disabilities.

Regulatory Requirements

O. Reg. 191/11, s. 11 (1): Feedback

Background

You may encounter feedback from customers. Feedback is valuable for improving service quality, customer satisfaction, and accessibility. However, handling feedback from customers with disabilities may require some extra care, sensitivity, and professionalism. The following procedure provides a framework to effectively handle feedback from customers including those who may have specific needs, preferences, or challenges.

Procedure

1. Understand the Context

Before responding to feedback, try to understand the context and perspective of the customer. Consider any disability type, communication style, and expectations. For example, a customer with a hearing impairment may prefer written feedback over phone calls, while a customer with a visual impairment may appreciate verbal feedback with clear instructions. A customer with a cognitive disability may need more time and patience to express their feedback, while a customer with a physical disability may have specific accessibility issues. By understanding the context, you can tailor your response to suit the customer's needs and preferences.

2. Listen Actively and Empathetically

Listening is a key skill for handling feedback from any customer, but especially from customers with disabilities. Listening actively means paying attention to what the customer is saying, asking open-ended questions, and summarizing the main points. Listening empathetically means showing respect, compassion, and understanding for the customer's feelings, experiences, and concerns. By listening actively and empathetically, you can build rapport, trust, and credibility with the customer, and show that you value their feedback.

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3. Acknowledge and, if Necessary, Apologize

Another important step in handling feedback from customers, is to acknowledge and, if necessary, apologize for any issues, problems, or mistakes that may have occurred. Acknowledging means expressing that you have heard and understood the customer's feedback, and that you take it seriously. Apologizing means expressing regret and responsibility for any inconvenience, dissatisfaction, or harm that may have been caused. By acknowledging and apologizing, you can demonstrate your professionalism, honesty, and accountability, and reduce the customer's frustration or anger.

4. Provide Solutions and Alternatives

Once you have acknowledged the feedback (apologizing when necessary), you should provide solutions and alternatives to address the customer's needs, preferences, or challenges. By providing solutions and alternatives, you can show your willingness and ability to resolve the issue, and increase the customer's satisfaction and loyalty.

5. Follow Up and Follow Through

The final step in handling feedback from customers, including those with disabilities, is to follow up and follow through on your promises and commitments. Follow up means contacting the customer after the feedback to check if they are satisfied with the solutions and alternatives you provided, and if they have any further questions or concerns. Follow through means delivering the solutions and alternatives in a timely and consistent manner, and ensuring that they meet the customer's expectations and standards. By following up and following through, you can reinforce your relationship with the customer, and demonstrate your reliability and quality.