YOUR  
LOGO

**COMPANY NAME**

CUSTOMER-COMPLAINT RESOLUTION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support the enhancement of your customer complaint resolution processes. Our objective is to help [Client Name] transform complaint management into a tool for service recovery, brand loyalty, and operational improvement.  
  
This proposal outlines our approach to implementing a robust complaint handling framework.

# Project Objectives

The primary goals are:  
  
- Establish a systematic and empathetic approach to customer complaint resolution  
- Reduce resolution times and prevent complaint recurrence  
- Improve customer retention through prompt and satisfactory handling  
- Empower staff with training and tools to manage complaints effectively

# Proposed Services

Our resolution improvement services include:  
  
- Audit of existing complaint handling practices  
- Design of a standardized complaint intake, tracking, and escalation system  
- Templates for communication and resolution tracking  
- Staff training in de-escalation, documentation, and service recovery  
- Optional integration with CRM/ticketing tools  
- Monthly metrics dashboard and root-cause analysis reports

# Scope of Work

Scope includes:  
  
- Complaint journey mapping and process redesign  
- SOP documentation and resolution scripts  
- Setup of tiered resolution structure (frontline, supervisory, escalation)  
- Development of resolution KPIs and follow-up templates

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Audit & Discovery | Review current practices and pain points | [Start Date] |
| Framework Design | Process mapping and script drafting | [Date] |
| Training & Implementation | Deliver training and SOPs | [Date] |
| Monitoring & Review | Dashboard rollout and final handoff | [Completion Date] |

# Pricing

Estimated cost breakdown for complaint resolution program development:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Assessment & Mapping | Complaint journey and gap analysis | [Amount] |
| Process Design | Create SOPs, forms, escalation steps | [Amount] |
| Training Delivery | Staff enablement and role-play workshops | [Amount] |
| Reporting Setup | Dashboards and follow-up templates | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a service excellence and customer experience consultancy with deep expertise in issue resolution and frontline performance.  
  
- Experience: [X] years improving service delivery across retail, hospitality, utilities, and healthcare  
- Expertise: Root cause analysis, CRM integration, frontline coaching, CSAT/NPS improvement  
- Mission: To transform complaints into brand-building opportunities

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Resolution workflow revamp for national telecom provider  
- Outcome: 40% reduction in average resolution time, 22% increase in complaint-to-loyalty recovery  
  
Testimonial:  
“[Your Company Name] gave us a system that works and a mindset that sticks. Complaints are now insights, not burdens.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, remainder by milestone or upon project completion.  
Scope: Includes diagnostic, redesign, documentation, training, and follow-up tools.  
Client Responsibilities: Provide access to current data, systems, and customer support representatives.  
Adjustments: Custom CRM workflows or multilingual support can be scoped separately.

# Acceptance

To approve this Customer Complaint Resolution Proposal and begin work, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_