



SOP 4 - Customer and Recipient Feedback & Review Recording

SOP Number	SOP-04
Title	Recording Customer and Recipient Feedback and Online Reviews
Location	Dr Sunshine Quality Management Process
Responsible	Quality Director

Purpose

To ensure that feedback from both customers of Comfort Kits and recipients of Comfort Kits is systematically collected, recorded and used to improve product quality and user experience.

Scope

This SOP applies to all Comfort Kits sold or distributed by Dr Sunshine and covers the collection of feedback from:

- Customers (individuals who purchase the Comfort Kit)
- Recipients (individuals who receive / use the Comfort Kit)

Procedure

1. Recording Contact Details

When a Comfort Kit is purchased or delivered, the mobile phone number of the customer or recipient is recorded. This information is used solely for:

- Sending a short feedback questionnaire
- Encouraging voluntary product reviews

2. Sending the Feedback Questionnaire

A short message of thanks is sent to the customer together with a link to the Dr Sunshine Quality Feedback Questionnaire.

Example message - Thank you for your purchase. As part of our quality control process the team at Dr Sunshine would appreciate it if you could complete the short questionnaire at this link:

<https://forms.gle/y98QDoVksT7Y6FNc6>

The questionnaire records feedback regarding:

- Safety and suitability of the Comfort Kit
- Presentation and preparation
- Ethical and responsible preparation
- Overall satisfaction
- Suggestions for improvement

3. Processing Feedback

Responses from the questionnaire are reviewed by the Quality Director.

The feedback is used to:

- Identify potential improvements to the Comfort Kit
- Monitor product satisfaction
- Record suggestions for additional items or changes

4. Encouraging Online Reviews

Based on the responses received in the questionnaire, a short draft review is prepared summarising the respondent's feedback. A message is then sent to the customer/recipient of the Comfort Kit inviting them to post a review online.

Example message - Thank you for taking the time to share your feedback with us. Online reviews are very important for Dr Sunshine, and we would really appreciate it if you could leave a short review at the link below. You may use the suggested text we prepared, or write your own review. "I had the opportunity to see the Comfort Kit being used and was genuinely impressed. It was safe, thoughtfully prepared and perfectly suited for a hospital setting. The variety of items really stood out, and it brought a lot of happiness. Overall, a very impressive experience." https://g.page/r/CQ7x_9jDLinSEAE/review

Providing suggested text helps reduce the effort required from respondents and increases the likelihood that feedback will be shared publicly.

Quality Control Check

QC 6 - Customer & Recipient Feedback

Feedback is collected and analysed.

Outcome - Insights used for continuous improvement.

Continuous Improvement

Suggestions and feedback received from customers and recipients are reviewed periodically by the team and may lead to:

- Changes to Comfort Kit contents
- Improvements in packaging or presentation
- Improvements in communication with recipients

Record Keeping

- Questionnaire responses stored in Google Forms
- Review invitations recorded
- Feedback summaries used in reporting and quality improvement discussions

Approved by Giuseppe Ciliberti - Quality Director

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