



Retail Customer Feedback & Complaint Resolution Checklist 2026

Customer Feedback Collection & Documentation

Procedures for capturing real-time feedback via in-store surveys, digital kiosks, and verbal interactions.

Date of Feedback Receipt

Feedback Source

- ☐ In-store Verbal
- ☐ Digital Tablet/Kiosk
- ☐ Email/Online Review
- ☐ Telephone/Call
- ☐ Social Media

Customer Touchpoints Involved

- ☐ Point of Sale (POS)
- ☐ Fitting Rooms
- ☐ Checkout Lane
- ☐ Store Entrance/Exit
- ☐ Customer Service Desk

Customer Name/Identifier

Write something...

Summary of Feedback Provided

Write something...

Supporting Documentation (Screenshots/Photos/Receipts)

 Upload File

Complaint Receipt & Immediate Response

Steps for acknowledging customer grievances, active listening protocols, and initial de-escalation techniques.

Date of Complaint

Enter date...

Time of Incident

Enter time...

Customer Name/Contact Info

Write something...

Complaint Urgency Level

- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Critical/Emergency

Detailed Description of Complaint

Write something...

Initial De-escalation Steps Taken

- ☐ Active Listening Provided
- ☐ Apology Issued
- ☐ Customer Moved to Private Area
- ☐ Manager Notified

Staff Member Acknowledgment

Issue Categorization & Severity Assessment

Classifying complaints by type (product, service, pricing, or facility) and determining the level of urgency.

Complaint Category

- ☐ Product Quality/Defect
- ☐ Customer Service/Staff Behavior
- ☐ Pricing/Billing Error
- ☐ Store Environment/Cleanliness
- ☐ Stock Availability
- ☐ Wait Time/Queue Issues

Severity Level

- ☐ Low (Minor inconvenience)
- ☐ Medium (Requires staff intervention)
- ☐
- ☐ Critical (Legal/Safety/PR Risk)

Affected Store Departments

- ☐ Checkout/POS
- ☐ Sales Floor
- ☐ Fitting Rooms
- ☐ Warehouse/Stockroom
- ☐ Entrance/Lobby

Incident Summary

Write something...

Date of Incident

Enter date...

Resolution & Recovery Actions

Standardized steps for implementing solutions, such as refunds, exchanges, discounts, or replacement of goods.

Resolution Method Used

- ☐ Full Refund
- ☐ Store Credit/Gift Card
- ☐ Product Exchange
- ☐ Discount Voucher/Coupon
- ☐ Repair/Service Provided
- ☐ Apology & Verbal Resolution

Details of Resolution Steps Taken

Write something...

Recovery Actions Completed

- ☐ Customer notified of resolution
- ☐ Refund processed in POS
- ☐ Replacement item retrieved from stock
- ☐ Management notified

Staff Member Signature

Date Resolution Completed

Enter date...

Staff Training & Follow-up

Reviewing the incident with team members to ensure consistent service standards and retraining where necessary.

Training Completion Date

Enter date...

Training Topics Covered

- ☐ De-escalation Techniques
- ☐ Product Knowledge Update
- ☐ New Store Policy Review
- ☐ POS System Troubleshooting
- ☐ Customer Service Standards

Summary of Training Session

Write something...

Manager/Supervisor Signature

Training Attendance Sheet

 Upload File

Root Cause Analysis & Trend Tracking

Analyzing recurring issues to identify systemic failures in store operations or product quality.

Primary Complaint Category

- ☐ Product Quality/Defect
- ☐ Staff Behavior/Service Level
- ☐ Store Environment/Cleanliness
- ☐ Pricing/Promotion Discrepancy
- ☐ Wait Times/Queue Management
- ☐ Stock Availability

Root Cause Identification

Write something...

Impact Level

- ☐ Low - Isolated Incident
- ☐ Medium - Frequent Occurrence
- ☐ High - Systemic/Critical Issue

Proposed Preventative Action

Write something...

Review Completion Date

Enter date...

Manager Verification

Customer Satisfaction Follow-up

Post-resolution contact protocols to ensure the customer is satisfied with the outcome and to rebuild brand loyalty.

Follow-up Completion Date

Follow-up Method Used

- ☐ Phone Call
- ☐ Email
- ☐ In-person
- ☐ SMS/Text

Customer Satisfaction Score (CSAT)

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

Summary of Customer Reaction

Write something...

Staff Member Signature

Reporting & Management Review

Logging all feedback and complaints into the central database for monthly performance audits and management oversight.

Report Submission Date

Enter date...

Total Number of Complaints Resolved

Enter a number...

Complaint Severity Level

- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Critical

Primary Complaint Categories Identified

- ☐ Product Quality
- ☐ Staff Behavior
- ☐ Pricing/Billing Error
- ☐ Store Environment/Cleanliness
- ☐ Wait Times/Queue Management

Summary of Monthly Trends & Recommended Actions

Write something...

Store Manager Approval

< Previous

> Next

✓ Finish

🔧 Generate Sample Report