



PROACTIVE COMPLAINTS MANAGEMENT

TRAINING • COACHING • CASE MANAGEMENT

Key success factors

- Widely accessible information on the complaints process;
- Accurate and complete documentation;
- Listening, asking questions and responding;
- Building trust and establishing positive interpersonal relationships;
- Clarifying expectations:
 - ✓ What outcomes the complainant is hoping to achieve?
 - ✓ What outcomes the home can provide?
- Acting on the complaint;

Valuing complaints

The benefits of effective complaints management can include:

- ✓ Satisfied complainants who feel “heard and understood”;
- ✓ Review and improvement of programs and procedures;
- ✓ Enhanced levels of care and service provision;
- ✓ Resolution of immediate problems;
- ✓ Enhanced level of customer service;
- ✓ Informing planning and decision making;

Objectives of a complaint system

The main objectives of a complaints handling system for any organisation should be to:

- ✓ Provide a complainant with access to an open and responsive complaints handling process;

- ✓ Enhance the ability of the organisation to resolve complaints in a consistent, systematic and responsive manner to the satisfaction of the complainant and the organisation;
- ✓ Enable an organisation to identify trends and eliminate causes of complaints and improve the organisations operations;
- ✓ Assist an organisation to create a customer focused approach to resolving complaints;
- ✓ Provide a basis for continual review and analysis of the complaints handling process and the resolution of complaints;

Purpose of a complaints management system

An effective complaints process is an organised way of responding to, recording, reporting and using complaints and feedback to identify and implement opportunities to improve the quality of care and service provision and resolving the problem for the complainant.

ISO 10002 – 2006

Customers tell others when they are not happy!!

- Dissatisfied customers tell 8 to 10 people on average when they are not satisfied with an organisation;
- Satisfied customers tell 4 to 5 people on average;
- Most organisations will not hear from 96% of dissatisfied or unhappy customers;

(British Office of Fair Trading – Dissatisfaction Survey and the Society of Consumer Affairs Professionals in Business (SOCAP) 2006-2007)

Trust how important is it?

- Without **trust** no relationship can move forward in a collaborative manner;
- When we have trust in someone we have:

- ✓ Confidence in them personally;
 - ✓ In their integrity;
 - ✓ In their abilities;
- If we **distrust** an individual or an organisation we are:
 - ✓ Suspicious of that individual / organisation;
 - ✓ Suspicious of their integrity;
 - ✓ Suspicious of their agenda and their abilities to do what they say they will do;

9 Behaviours to generate trust

1. Demonstrate Respect;
2. Create Transparency;
3. Right Wrongs;
4. Show Loyalty;
5. Get Better;
6. Confront Reality;
7. Clarify Expectations;
8. Practice Accountability;
9. Keep Commitments / Promises;

1. Demonstrate Respect

- ✓ Don't speak over others and allow the other party to express their opinion without interruptions.

2. Create Transparency

- ✓ There should be no hidden meanings in what we say or any hidden surprises.

3. Right Wrongs

- ✓ If we make a mistake own up to it and if appropriate apologise.

4. Show Loyalty

- ✓ Your customers are showing you loyalty – give them something in return e.g. smile, appropriate greetings upon meeting them;

5. Get Better

- ✓ Practice continuously improving the service even when a mistake is made.
- ✓ Improve the service for our customers and explain to them how you will achieve this.

6. Confront Reality

- ✓ Mistakes do happen, own up to these, apologise and move on together.
- ✓ Do not hold grudges!!

7. Clarify Expectations

- ✓ Are you able to meet your customers' expectations? If no advise them of what you can do at the earliest possible time.

8. Practice Accountability

- ✓ You are ultimately accountable for your actions – own the consequences and the achievements.

9. Keep Commitments / Promises

- ✓ If you promise a colleague something meet your commitments and promise and if you cannot meet them to discuss this at the earliest convenience.

For further information and or training for staff please contact Steve at steve@proactivecm.com.au or via phone 0418 313 303 we are able to tailor an education program that suites your organisational requirements.