

Proactive Complaints Managements

“6 Principles for Complaints Handling”



1) Define Complaints Process

- Define what your complaints process consists of in clear, simple and easy to understand steps;



2) Refine your complaints process

After each difficult complaints experience ask yourself the following questions:

Do our customers:

- i. Know where to complain?*
- ii. Understand our complaints process?*
- iii. Use our complaints process?*
- iv. Receive satisfaction when they have used our complaints process?*



3) Empower through Trust

- Do our customers believe our rhetoric when we discuss our complaints process?
- Is our complaints process transparent?
- Is our complaints process meeting both our customers and our organisations needs?
- Do our customers and staff understand and trust our organisation values?
- Does our organisation live by its mission and value statements?



4) “It’s NOT about you!”

- Complaints invariably relate to your organisations service delivery;
- All complaints relate to dissatisfaction of service provision by the organisation;
- When a customer complains it’s not about us its about our service delivery and our core product;
- We all have a right to complain;



5) Deliver the “WOW” factor

- All customers see themselves as special and unique;
- All customers believe that they are the most important and valuable source of income that our organisation receives;
- Always maintain awareness of:
 - Your customers needs;
 - Your customers expectations;
 - The need to greet and show your customer that they are the most important individuals you have and will speak to today!



6) Leave a lasting impression

- Always try and leave a lasting and positive impression on your customers;
- Any negative impression no matter how long ago remains “fresh” in your customers memory!
- Ensure that all staff of the organisation greet every customer whenever their paths cross e.g.
 - *“Good morning – how are you today?”*
 - *“Goodbye – Thank you for visiting today”*
 - *“Is there anything I can do for you today?”*

Where appropriate always use your customers name!

