



PROACTIVE
COMPLAINTS
MANAGEMENT

TRAINING • COACHING • CASE MANAGEMENT

Stage 2 – The Basics of Complaints Handling

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;

Keep it Real – Expectations!!

- Keep expectations realistic:
 - Avoid making big claims for what you can do;
 - Let the customer know what you expect of them in terms of behaviour, information;
 - Give written information about your product – don't use jargon;
 - Ask for feedback on information provide i.e. in your view can we improve on the information we have provided you to make it simpler?
 - Ask prospective customers what they expect from the organisation;

Build Trust

- Go out of your way to build trust – early:
 - Be reliable and trustworthy;
 - Be clear;
 - Take promises seriously;
 - Be honest;
 - Be respectful no matter what the other party does;
 - Always consult before making care decisions;
 - Always inform the representative and/or others in the family;
 - Do not presume everything is OK;
 - Be proactive;

Build Trust

“Without trust anything we do or say will be viewed with suspicion” – Proactive Complaints Management

- Be clear in your comments – ensure that there is no hidden meaning in what you say;
- If you promise your customer something ensure that you deliver on the promise!!
- Be honest if you have made an error – be on the front foot and admit that you have *“stuffed up”*!!
- Be respectful no matter what the behaviour of the other party;
- Do not presume everything is OK – seek the feedback of your customers;
- Be proactive and always on the front foot;

Seek customer feedback

- Never stop communicating with your customers;
- Meet with your customers either formally or informally and ask them the question:
 - ✓ “Are we meeting your need and expectations?”
 - ✓ “Do you have any questions about the services that we are providing?”
- Be proactive – always enquire;
- Assess whether you majority of the customers you speak to are requesting the same or similar outcomes / things;
- Don’t be quick to promise customers more outcomes unless you have undertaken an analysis of whether their expectations are achievable;
- Keep adding value to your product – this doesn’t necessarily need to cost your organisation money e.g.
 - ✓ Positive attitude;
 - ✓ Being welcoming;
 - ✓ Spending time with your customers to see how they are coping;

For further information and or training for on complaints handling and customer service for staff please contact Steve at steve@proactivecm.com.au or via phone 0418 313 303 or visit our website www.proactivecm.com.au

All of our training is based on YOUR NEEDS and we are able to tailor a session that your staff will find useful, best practice and up-to-date call us or send a request via email or our website.