

MAKING A **MARCH** ON COMPLAINTS THROUGHOUT **MARCH**



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CUSTOMER JOURNEY MAPPING

Understanding your customer's journey can help identify potential pain points and areas for improvement.



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COMPLAINTS POLICY

Having a clear, publicly available complaints policy can set the right expectations and streamline the process.



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INCENTIVES FOR REPORTING

Encouraging staff to report issues and complaints can lead to early detection and resolution, in turn saving time and money.



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ACCESSIBILITY

Provide multiple channels for your customers to raise complaints, including phone, email, webform, social media, and live chat.



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PROACTIVE APPROACH

Anticipating potential complaints and addressing issues before they escalate will reduce the volume of complaints.



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RESOLUTION TIME

Setting and adhering to resolution time frames is crucial for maintaining customer trust.



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QUICK RESPONSE

Timely responses to complaints can significantly increase customer satisfaction and loyalty.



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TRAINING

Staff handling complaints should be well-trained in communication skills, empathy, and problem-solving.



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EMPOWERMENT

Empowering front-line employees to resolve common complaints can lead to quicker resolutions.



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PERSONALISATION

Tailoring the resolution to the individual complainant can enhance customer satisfaction.



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CONFIDENTIALITY

Ensuring complainants' privacy and confidentiality builds trust and encourages more customers to voice their concerns.



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CULTURAL SENSITIVITY

Being culturally aware and sensitive in communication and resolution approaches can enhance customer relations.



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TRANSPARENCY

Clear communication about the steps being taken to resolve a complaint can build trust.



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EMPATHY

Showing understanding and empathy towards the complainant can defuse tension and lead to a more positive outcome.



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FAIRNESS

Treating all complaints with fairness and impartiality ensures consistency and equity in handling issues.



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POSITIVE LANGUAGE

Using positive language and avoiding negative phrases can improve the complainant's experience



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RESOLUTION OPTIONS

Offering multiple resolution options where possible gives the complainant a sense of control.



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DOCUMENTATION

Keeping detailed records of complaints and their resolutions helps in analysing patterns and preventing future issues.



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MANAGEMENT INVOLVEMENT

Active involvement of management in the complaints process signals its importance to the organisation.



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ESCALATION PROCEDURES

Clear escalation paths ensure that unresolved complaints are directed to higher authority levels for resolution.



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FEEDBACK LOOP

Using complaints as feedback to improve products, services, and processes is vital for continuous improvement.



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CUSTOMER FOLLOW-UP

Following up with customers after a resolution to ensure their satisfaction can reinforce a positive experience.



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ROOT CAUSE ANALYSIS

Identifying and addressing the root cause of complaints can prevent recurrence.



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FEEDBACK TO COMPLAINANTS

Informing complainants about the changes made in response to their complaint can increase customer loyalty.



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CONTINUOUS IMPROVEMENT

Regularly reviewing complaint management processes and outcomes for continuous improvement.



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CONTINUOUS TRAINING

Regular training updates for staff on new products, services, and complaint resolution techniques are essential.



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TECHNOLOGY UTILISATION

Implementing complaint management software can streamline the process and provide valuable analytics.



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CUSTOMER EDUCATION

Educating customers about the proper use of products or services can reduce complaints.



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RECOGNITION

Acknowledging and rewarding employees who effectively manage and resolve complaints can motivate staff and improve performance.



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THE MIRROR

Effective leadership should use feedback from complaints to constructively identify and address shortcomings



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