



EXECUTE



OPERATIONS

# Complaints Management Review

*“To err is human, to forgive divine”*

Getting it ‘right first time’ is an ideal that many companies strive to attain. However some organisations find that, even when compared to customers that have not even experienced an issue or made a complaint, higher levels of loyalty can be achieved from customers experiencing rapid and satisfactory resolution management.

Effective service recovery helps the company present its emotional and human side.

Complaints management forms an essential element of an effective service recovery strategy. We work with organisation to review:

- The organisation’s complaints management processes and protocols, considering:
  - ◇ Customer control and choice
  - ◇ Resolution management
  - ◇ Root cause analysis & resolution
- Customer communications, including the use of the conversation cycle (Listen, Acknowledge, Inform & Invite), context setting, apology protocols and summarisation.

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