



Best Practices for Handling Complaints





Make It Easy to File a Complaint

The most successful companies want to hear complaints. Informed staff and customers are the first to know if things aren't working. **Feedback helps identify root causes** of unhappiness. Use this information to make changes and improve overall satisfaction.



Respond Quickly to Complaints

68 per cent* of customers leave a company because **they believe you don't care** about them. Prove you care by responding to complaints courteously, quickly and with common sense. Customers reward companies that quickly solve problems with loyalty.



Resolve Issues the First Time

By resolving complaints on the first contact, you not only build confidence but you also save money by eliminating unnecessary additional contacts that escalate costs. Resolving a complaint on the first contact reduces the cost **by at least 50 per cent.**





Use Technology

Technology gives you **better oversight and understanding** of the complaints you receive. Compiling all complaint information in one database (like a case management software tool) highlights trends so you can quickly identify and implement solutions.



Hire Only the Best for the Job

Recruit and hire the best for complaint resolution positions. Handling complaints can be a tough job and you want only the best, most qualified people **to represent your company and your values.**



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