



Trudy Belanco

Question

Do I need to have a Complaint Resolution Process?

Answer

When people have a problem with something, they tell someone about it. In fact, research shows that people are likely to tell 8-10 people about it. However, fewer than 1 in 20 people who have a complaint will complain to the company itself.

Companies often neglect to plan for potential problems. Every small business needs to consider complaints as opportunities for improvement and to understand the link between complaint resolution and customer loyalty.

Effectively handling customers with problems is critical to the Company's reputation and their bottom line. Creating a policy and environment within the company that encourages Customer Feedback is critical. Take responsibility of the issue and if possible solve the problem on the spot—empower the employees to make decisions. If not immediate, make sure to provide the client with ongoing feedback during the process until the problem has been totally rectified.

Use an internal system to develop a database of complaints. You may discover a trend that allows you to eliminate future issues. Always follow up with the client after the issue has been solved to reinforce your commitment to the client and your desire to make changes that will lead to better performance.

Customers will forgive and remain loyal to a company's mistakes as long as the company demonstrates acceptance of the mistake, treats the customer with respect and dignity and rectifies the situation. Research shows that disgruntled customers who were treated well during the complaint resolution process became more loyal to the company than customers who did not experience problems! **EL**

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