SELF RATING OF YOUR ORGANISATIONS CUSTOMER COMPLAINT POLICY

SNo Factors which determine how the complalitns culture of an organisaton influences customer satisfaction

- a The organisation future depends on satisfied customers
- b All complaints are justified
- c We all see any complaint as a gift
- d WE consider a customer who complains as a friend who should be thanked
- e All customers who complain should have their problem solved
- f All complaints are processed promptly and professionaly
- g Every complaint can develop the organisation and its employees
- h A customer who complaints can become a goodwill ambassador
- I Service recovery is an investment not an expenditure

2 Encouragement and accessibility

- a Customers are encouraged to complain
- b Customers who complain are rewarded for their trouble
- c We have made it easy for customers to complain
- d It is quite clear where and how our customers can complain
- e A customer who wants to complain is not sent of a wild goose chase

3 Processing complaints

- a We make complaining cutomers feel welcome when they complain
- b We thank the customer for the compalint and explain why we appreciate it
- c We apologise for the mistake and promise to do something about it immediately
- d We ask for relevant information without starting a discussion and without iterrogating the customer
- e We correct the msitake promptly
- f All customers who complainby telephone or in person reeive immediate attention and action
- g Customers who complain in writing are thanked within two days and receive a final reply in 2 weeks
- h We check that the customer is satisfied
- I We keep most customers who complain and regain their confidence and trust

4 Training

- a Everybody knows our complaint policy
- b Everybody who has customer contact is trainied in effective complaint handling
- c Everybody knows our products and services
- d Everybody knows how to take criticism

5 Empowerment

- a Handling complaints takes place at the fingertips of the organisation close to the customer and service situation
- b The staff are empowered to make decisions when dealing with a complaint
- c The staff are empowered to change the rules if they don't make sense to the cutsotmer or the organisationis a specific situation
- d The management has the confidence in the staff's ability to proces complaints appropriately

3

Insufficient Unacceptable

1

2

Excellent

5

Good

4

6 Willingness to change

- a We register all complaints received from customers
- b We analyse the reasons for complaints
- c We learn from our mistakes correct them and try to avoid repeating them in future
- d We do not sweep our mistakes under the carpet
- e We inform everyone about complaints receiv ed and how they were handled
- f We inform the customer if a complaint has brought about changes to our product , services

7 Staff recognition

- a We appreciate every member of staff who helps to find , correct and anticipate problems
- b We openly appreciate and reward everybody who turns customers who have complained into "goodwill " ambassadors

8 Customer service policy and systems

- a We have a customer-friendly complaints policy
- b Our systems make it easy to be a customer
- c Our systems are flexible and make individual customer service possible
- d Our systems , policies and procedures are formulated with a view to meeting customer expectations

9 Customer information

- a we know our customers' attitude to our organisaton , our people , our products and services
- b We know how many customers we have
- c we know how many customers we get
- d we know how many customers we loose
- e we know why we lose customers

10 Internal customers

- a We process complaints from "internal customers" in the same way as we process complaints from "external customers"
- b We see criticism from other employees as a help to improve
- c We believe that an organisation with satisfied "internal" customers finds it easier to create satisfied "external" customers

Rate your own organisation

- 1 Basic attitude towards complaints
- 2 Encouragement and accessibility
- 3 Processing complaints
- 4 Training
- 5 Empowerment
- 6 Willingness to change
- 7 Staff recognition
- 8 Customer service policy and systems
- 9 Customer information

Excellent	Good	Fair	Insufficient	Unacceptable

10 Internal customers TOTAL