

SELF RATING OF YOUR ORGANISATIONS CUSTOMER COMPLAINT POLICY

SNo Factors which determine how the complaitns culture of an organisaon influences customer satisfaction

Excellent Good Fair Insufficient Unacceptable
5 4 3 2 1

1 Basic attitude towards complaints

- 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 professionally
- g Every complaint can develop the organisation and its employees
- h A customer who complaints can become a goodwill ambassador
- l 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
- l 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 trained 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

10 Internal customers
TOTAL
