



ΠΑΝΕΠΙΣΤΗΜΙΟ ΚΥΠΡΟΥ

ΑΝΤΙΜΕΤΩΠΙΣΗ ΠΑΡΑΠΟΝΩΝ

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What is a complaint?

- Expression of Dissatisfaction
- A grievance
- Any negative feedback received by a customer



Objectives

- Importance of Complaints
- Causes of a ``not buying behavior``
- Classifications
- Handling Customers
- Developing an Effective Customer Inquiry System



Most Common Complaints?

- Service Content, delivery or quality
- Personnel
- Requests
- Communication
- Response time
- Billing
- Follow up
- Other.....



Importance of Customer Handling

- Direction for improvement
- Inexpensive source of market research
- Identifying weak areas
- Identifying new opportunities
- Creating loyal customers



Keeping the customers, they just
visit our shop, happy

- Expensive to attract and maintain new customers. It costs five times as much to get a new customer as it does to keep an existing one
- If the existing customer base increases by 5% the profits increase between 25 –85%



Why people do not complain but
- leave the shop without buying
- anything?

- It is not worth my trouble
- Complaining will do no good—no one cares
- I do not know where or how to complain
- The same business owner/manager may be neighbour, attend the same church etc..



What do customers want when entering University of Cyprus?

- Show interest
- Feel comfortable
- Listen carefully
- Part of the team
- Sell what they want to See/Buy
- Not desperate
- Follow up?
- Service?



why he/she left unhappy...

Misfiling customers expectations by delivering

- A poor service
- A faulty product
- Poor performance
- Poor Quality
- Atmosphere
- Desire attention
- Lack of trust

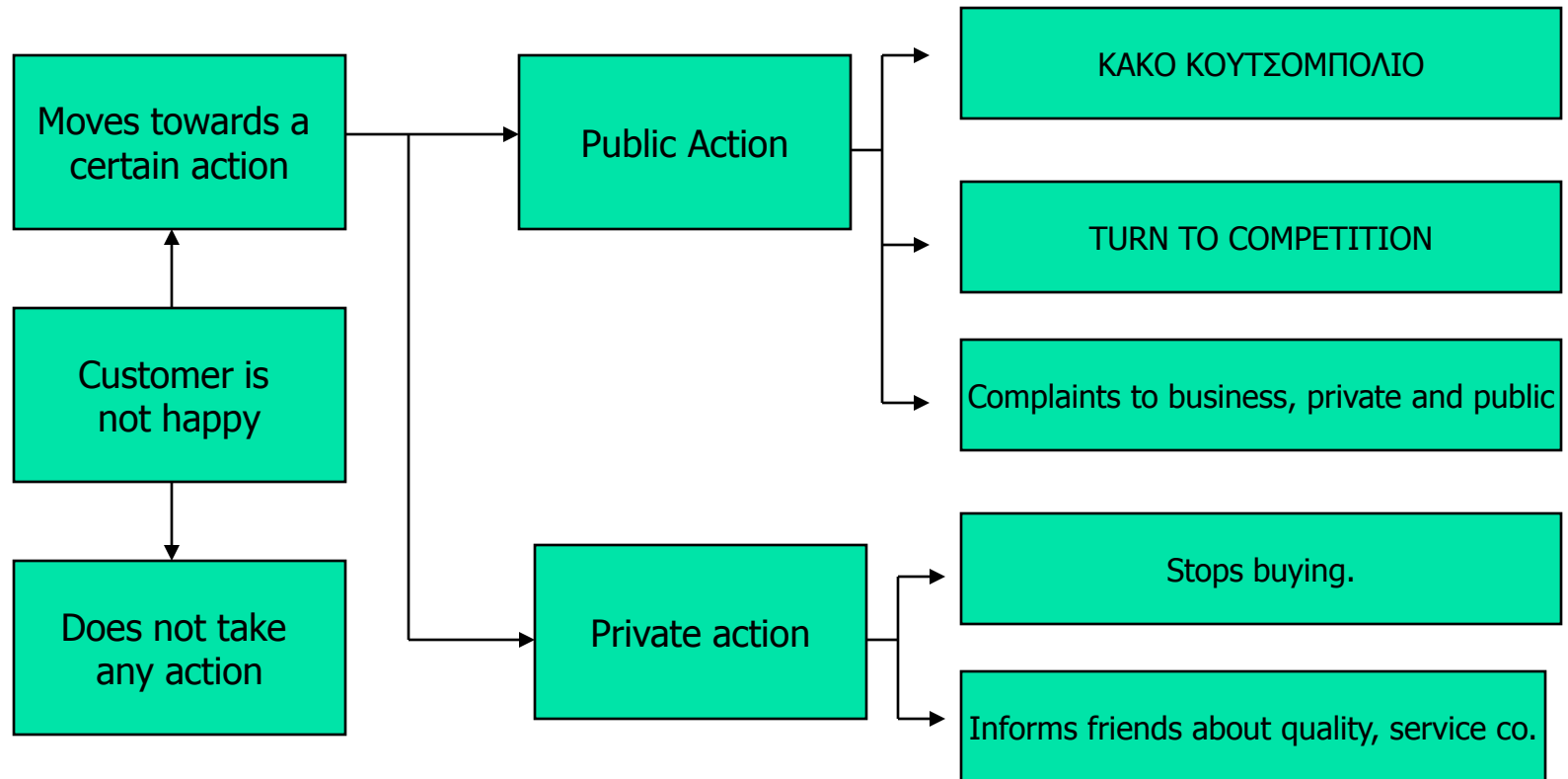


Classification of complaints

Complaints segmentation based on:

- Type of products or services
- Type of customers
- Types of complaint
- Importance of complaint
- Value of a customer
- Product or service

Dissatisfaction





Importance of Customer Handling

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Handling a Complain/an Inquiry

- Let the initial shock take place as you hear the complaint
- Take a deep breath and tell yourself that there is a problem that needs to be resolved
- Step away from your place for 1 minute.
- Identify the problem, find ways to handle it without hurting the company's pocket)
- Express your thoughts honestly.
- if you are not sure about the resolution you are offering ask to a business associate
- set expectations and let your customer know that his satisfaction is very important to you



Unhappy Customers Complaint to others

- Only 4% of dissatisfied customers complain
- 60% to 70% who have complaint will never come again and/or will create ``bad noise``
- 83% of customers will switch to competition if no feedback is received
- Unhappy customer will tell 9 or 10 other people
- About 13% will tell more than 20 people
- A happy customer will talk to 5 persons
- A customer whose complaint has been resolved quickly he is anxious to tell others about his good fortune



Complaints are Valuable

- 96% of dissatisfied customers will not inform you
- Direct attention to areas of improvement
- Retain customers
- Improve service
- Build business
- Build competitor's barriers
- Inexpensive source of market research
- Is the greatest gift given by a customer



Preventing Complaints

Prevention is better than cure

- Building a customer oriented organisation
- Our work should be closer to perfection
- Transparency
- Employees should know more than what is required
- Know in advance customer's needs and expectations
- Follow market trends
- Learn from the mistakes
- Continuous staff development
- Do not oversell the product or service



Encouraging Customers Feedback

- Posters and signs in the sales and service area
- On contract form and sales slip
- Make them feel comfortable
- Ask open ended questions
- Positive body language
- Positive verbal and non verbal communication



Covering up complaints

- Admit mistakes and take responsibility
- Never use “to error is human.....” approach
- Never talk about company policies and procedures
- Never lie
- Do not blame on the customer



Developing an Effective Complaint Handling System

1. Receiving and reporting the problem

- Listen to the customer and acknowledge his or her complaint
- Thank the customer for bringing the problem to your attention
- Show willingness at once to investigate
- Treat the customer with genuine empathy, courtesy, patience, honesty, fairness and show concern for the customer.
- Personalise the response.
- Ask questions to clarify and analyse the problem. If possible obtain the customer's idea concerning alternative solutions
- Show understanding by listening and taking notes
- Summarise back to the customer your understandings.



Developing an Effective Complaint Handling System

2. Solving the problem

Resolve the problem as quick as possible

Problem must be solved according to company's policy

Keep records of all complaints

Analyse and prioritise complaints

Tell the customer how it will be handed and tell him when to expect a response

You do what you have promised and don't delay

Tell your customer what you will do to prevent things from happening



Developing an Effective Complaint Handling System

3. Follow up the problem

Keep a record of what you have agreed with the customer

Where possible contact the source of complaint to reassure effectiveness

Complaints should be studied, followed up and tabulated periodically to determine trends

Rules for Handling Complaints

- Be a good listener and respect a need for urgency
 - Show understanding
 - Empathise (share the prospect's feeling)
 - Apologise but not dramatise
 - Start with a friendly approach
 - Avoid the urge
 - Don't argue with the customer
 - Try to compromise
 - Customers want an answer yesterday
 - Take responsibility
 - Never use the "now I know your wrong" approach





Turning complaints into GOLD

- Register all customer complaints into a tailored made software
- Identify dissatisfied customers. Make it easy for customers to have an easy access to our company with many channels (tel., fax., email, suggestion box e.t.c.)
- Analyse and segment complaints. Ensure structured data capture to allow easy categorization of a complaint
- Tailor the resolution depending on the parameters of the complaint. Customise the resolution depending on the nature of the complaint, the lifetime value of the customer, and on best practices in the industry.
- Monitor results. Follow up with the customer post resolution to assess the effectiveness of the recovery
- Tune/optimize processes and procedures

Just remember.....

A complaint is the greatest gift by our customers



A complaint is a consultation free of charge