

WHAT IS COMPLAINT MANAGEMENT?

As companies **grow**, so do their number of **critics**.

Online - complaints may reach **countless** readers.

When dealing with complaints:

- There should be a **positive impact** on both sides
 - A real attempt needs to be made to **solve the problem** at hand.
- Customer loyalty and quality assurance**

CUSTOMER COMPLAINT BEHAVIOUR

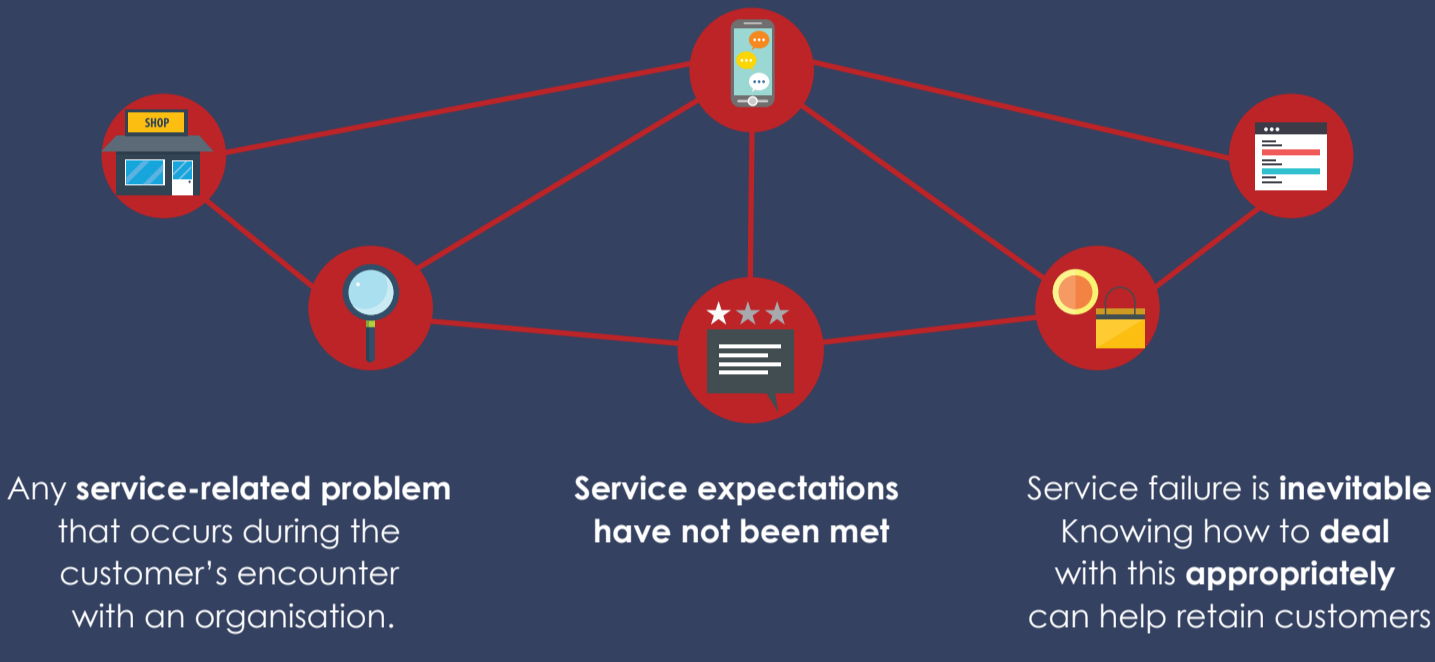


The customer displays **complaint behaviour**

Customer articulates their **source of dissatisfaction** + **subjective judgement of feeling** toward what triggered the dissatisfaction.

The final outcome lies in:
 Customer's **subjective evaluation of the situation over time** + How the complaint was **handled**

SERVICE FAILURE



SERVICE RECOVERY

Correcting the **problem** = Main goal

- Must attempt to **rectify** and **recover** failed elements
- Different **service recovery expectations online**
- Requires **continuous monitoring** of the service delivery system to **identify** and **prevent** problems.

COMPLAINT MANAGEMENT IN SOUTH AFRICA

The National Consumer Commission (NCC):

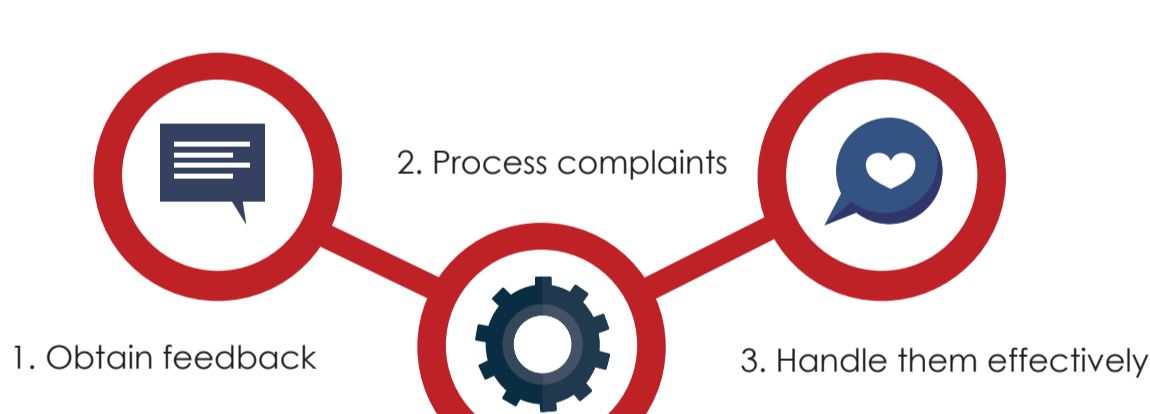
- Ensure economic welfare of consumers
- Safeguard the growth and development of the country.

8
fundamental
consumer
rights

- The right to equality
- The right to fair and responsible marketing
- The right to disclosure of information
- The right to privacy
- The right to choose
- The right to a fair and honest dealing
- The right to fair, just and reasonable terms and conditions
- The right to safe and good quality goods

CUSTOMER MANAGEMENT COMPLAINT PROCESS:

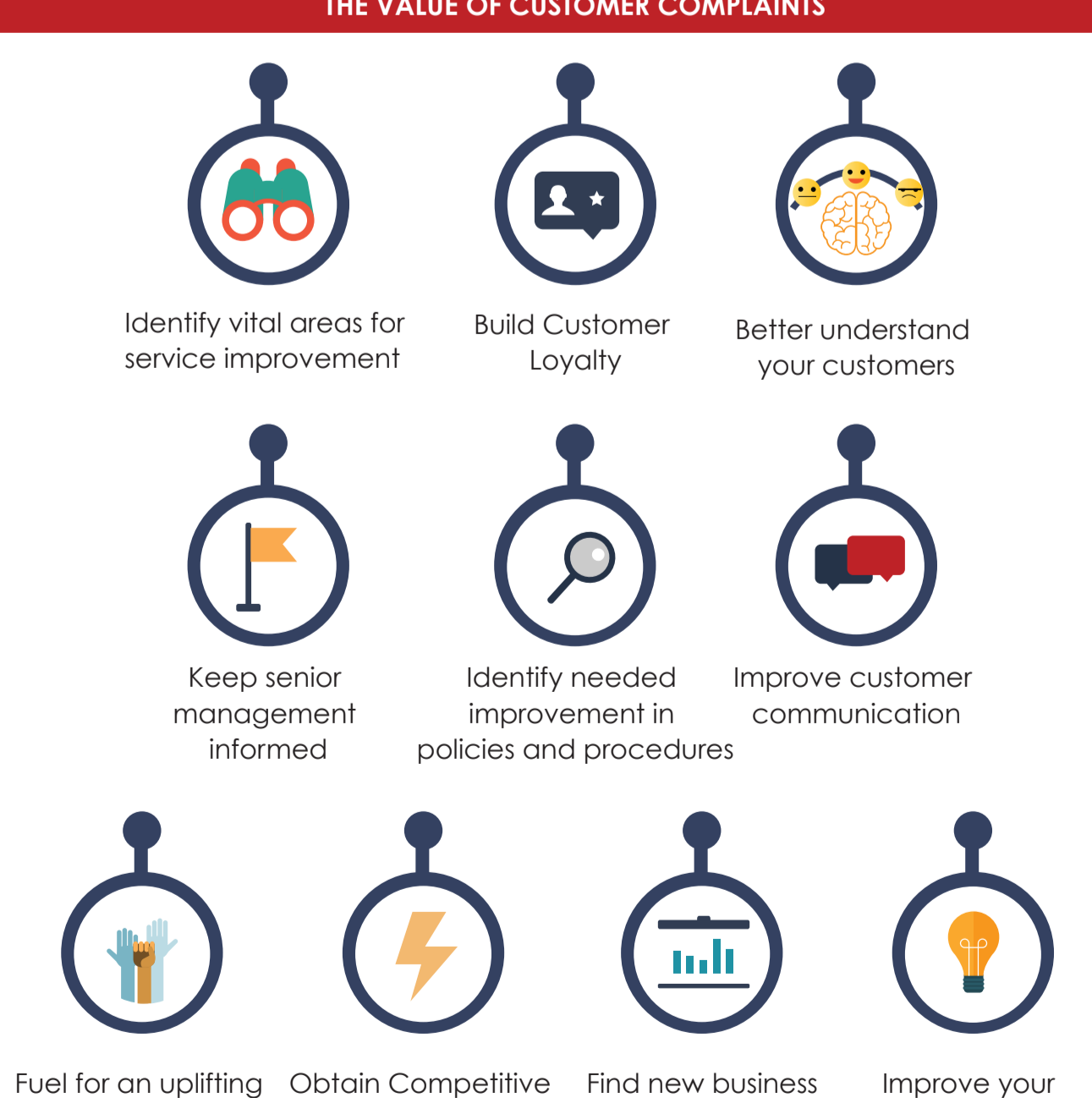
To gather complaints effectively, procedures must be in place to:



TIPS FOR HANDLING CUSTOMER COMPLAINTS

- Listen well
- Be **tactful**
- **Don't** ignore it
- Stay **calm**
- Offer a **solution**
- Get the **facts**
- **Acknowledge** the problem
- You should **genuinely** want to help your customer

THE VALUE OF CUSTOMER COMPLAINTS



HANDLING CUSTOMER COMPLAINTS DURING A CRISIS

5 **key strategies**

to help companies weather crises and preserve their bonds with consumers

- H**umanise your company
- E**ducate about change
- A**ssure stability
- R**evolutionize offerings
- T**ackle the future