

Every complaint means an opportunity



“You can’t make an omelet without breaking eggs,” is a well-known saying. Even with the best quality management, you cannot avoid mistakes which lead to complaints and annoyance for the customer. Product deficiency and careless service are usually the main points. Handling complaints carelessly may cause long-lasting harm.

According to the study ‘Excellence Barometer 2007,’ identifying disappointed customers is crucial: 34 percent reduce the business relations; 13 percent completely end them; and, 42 percent think about ending the business relations, however, don’t do it. Furthermore, 82 percent of the disappointed customers discuss their annoyance with colleagues and friends. Thus, an unhappy customer may cause far-reaching and long-term harm to the image of the company.

Therefore, complaint management is a matter of top priority. It is the duty of a company to provide an efficient complaint process. This includes: sufficient personnel for receipt and handling of complaints; training of the team responsible for complaints; recordkeeping for the collection and evaluation of complaints, their causes and action taken.

Every complaint is also an opportunity!

1. **Define responsibilities.**
Assign personnel
2. **Train personnel in the following areas:**
Specialised knowledge (product knowledge);
Skills (service, handling of complaints)
3. **Allocate technology.**
(software, hotlines)
4. **Create a complaint management process.**
5. **React quickly.**
A complaint should be handled the same day.
6. **React on a personal level.**
No impersonal general answer and no answering-machine. The complaint should be answered and handled individually.
7. **React creatively.**
Every complaint is a chance to positively influence a customer with an apology or an offer of compensation.

It’s the entrepreneur’s responsibility to establish a failure management process. Often, employees don’t report complaints because their fears. Therefore, an open handling process for mistakes is required. Employees should know that a mistake is not their undoing. They should also know that a complaint is an opportunity and not a burden. Dissatisfied customers who don’t show their frustration are more dangerous for the business because the company has no chance to correct its mistakes. It is much easier to help a dissatisfied customer who goes to the effort of making a complaint. Indeed, they can be positively surprised by receiving a quick, personal and effective response and so be bound to the company in a more lasting way.

The right attitude and statement should be: **Thank you for your criticism!**

Quote of the month:

Never in my whole life have I learned anything from someone who agreed with me.

Dudley Field Malone

New Master Franchisee for Germany East

BEIGROUP® has granted the master franchisee licence for Germany East to Ludwig Bussmann. The new National Training Director will now begin to build a network of regional training centres in his region.



After graduating in Mechanical Engineering, Mr. Bussmann started his career as a Training and Project manager for technical education programmes. In 1997 he founded his own company in the IT industry specialized in distributing CAD/CAM software solutions. After merger of the company in Stuttgart, he worked as a consultant in distribution and marketing strategies for several small companies. Before joining **BEI**, Mr. Bussmann rehabilitated the finances of a hotel to profitability.



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