Aptean Respond

Elevate Your **Customer Experience**

Four Steps to Choosing the Right Complaint
Management Solution for Your Business

Loyal customers must first be satisfied customers. Part of providing excellent customer service involves listening to and acting upon what your customers are telling you, which means accepting compliments humbly while taking complaints and feedback seriously.

When it comes to accepting complaints, it's usually easier said than done. You assume you're 'in touch' with your customer – understanding what they want and need – but then you find out that somewhere, at some point, things went off track. Often by then, it's too late, which is why it's crucial to establish a complete understanding of your customers to incorporate their specific needs at the very heart of your organisation's customer relationship strategy.

Part of building a better customer relationship strategy means investing in a robust complaint management solution, using customer feedback to expose possible issues in your business and providing actionable insight to drive product, service and process improvements. To guide you through the process of selecting a complaint management solution, we've created a step-by-step guide to ensure you choose the right solution for your organisation.

4 Steps to Selecting a Complaint Management Solution

1. Know your industry regulations

It's important to know which regulatory bodies govern your business. Among other things, regulatory bodies such as the Consumer Financial Protection Bureau (CFPB) in the USA and the and Financial Conduct Authority (FCA) in the UK ensure you're monitoring and proactively addressing customer complaints in an efficient, compliant and fair manner.

As new regulations are introduced, it's vital that your business is in a position to meet the relevant compliance standards. Failure to do so has resulted in substantial fines for businesses the world over, with the FCA having levied over £391.8m of penalties in 2019 alone.

Not only do you need to know which regulatory requirements apply to your business, but it's imperative that your complaint management solution vendor does too. Your vendor of choice should have the depth and breadth of regulatory expertise and experience to add real value to your business, underpinning watertight compliance with a robust solution that's built for your industry.

2. Identify the feedback channels your customers use.

With 3.9 billion active users around the world, social media represents customer communications channels that you cannot afford to overlook. More customers are turning to channels such as Twitter and Facebook to air their grievances with brands, with just under half of millennials having used social media to complain about a business. Therefore, it's vital that you have the ways and means to monitor that feedback, giving it the same amount of attention as you would a phone call or a face-to-face engagement.

Social media complaints tend to grab a company's attention more quickly than more traditional channels. And, the potential for social media complaints to be shared means the complaint has higher visibility, is more dangerous if left ignored, and can seriously damage your brand reputation.

Having a strategy that's inclusive of all channels and platforms — no matter how quickly the trends and patterns change — will elevate your brand image amongst existing and potential customers alike. A good vendor will work alongside you to establish concise workflows and clear paths for all your communications channels, striking that all-important balance between leveraging a growing array of feedback channels while maintaining a consistently high customer experience across them all.

3. Develop a framework for your goals

At the start of your search, develop a framework outlining the primary goals you want to achieve. These might be:

» Increased customer loyalty and retention rates

» Improved communication between employees and customers

» Increased automation to reduce time spent doing repetitive work

» Easier identification of the root causes of complaints and the steps required to correct them

» Long term problem resolution to improve products and services

» Guaranteed compliance with industry regulations

Share your goals with the colleagues who'll be involved in choosing the solution and make sure everyone is aligned on these key objectives. As you evaluate potential vendors, carefully assess how closely the values of their solutions map back to your goals.

4. Involve the right decision makers

You may think it's only your customer service team that needs to be involved in choosing the right complaint management solution, but it's important to involve others within the organisation too, including sales, marketing, compliance and risk services. Just like software should communicate across all platforms, in order to make impactful business decisions, these other departments need clear visibility into customer interactions, the current state of the customer and customer feedback. Every area of your organisation has differing requirements and consulting with the right people early on in the selection process will ensure a good solution is found to address every concern.

A strong project leader empowered to make executive decisions is equally important, tasked with matching the organisation's overarching mission statement to the project deliverables.

An effective complaints management solution gives you the tools to turn customer feedback from something that you simply have to 'manage' into truly actionable insight. With the right solution in place, you can elevate your customer experience, improving the culture, profitability and success of your organisation.

Are you Ready to **Learn More?**

Contact us at **info@aptean.com** or visit **www.aptean.com**.

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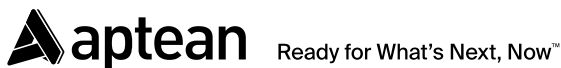
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Aptean provides very specific industries with very specific ERP, supply chain management, and customer experience solutions. In today's fast-paced, highly competitive economy, organisations don't have time to waste forcing home grown software, spreadsheets, and one-size-fits-all solutions to do things they were never designed to do. Aptean is on a mission to end those workarounds – with industry-specific solutions instead of generic software, expert support instead of making you go it alone, and a steady influx of new ideas instead of the status quo. For more information, visit www.aptean.com.

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