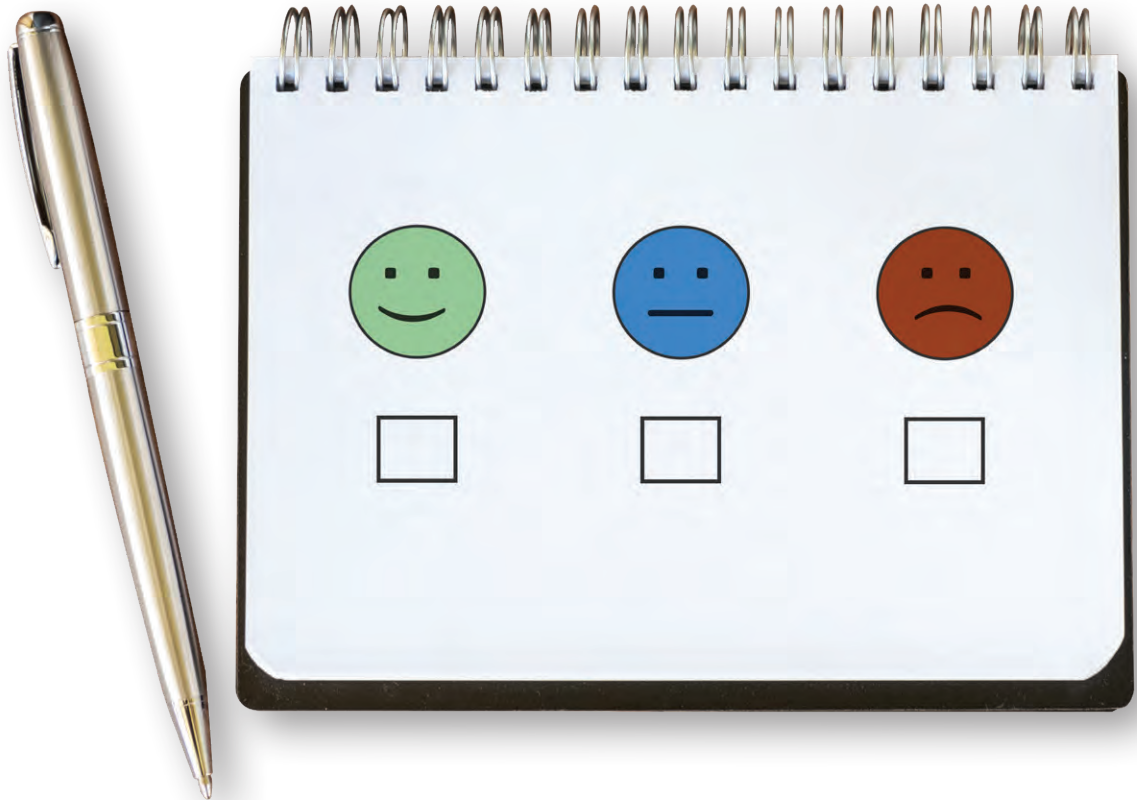**Aptean Respond**

# Customer Experience Excellence as Standard

How the right complaint management
strategy can transform your CX capability

> **"The Aptean Respond solution helps us keep a record of all the guests who contact customer services. It allows us to monitor the progress of a complaint and the response sent to the guest. We find the reports very useful."**
>
> **Business manager**, medium enterprise hospitality company

We're all experiencing challenging market conditions—increased competition, a need for innovative differentiation, the expanding gap between customer expectations and actual experiences, growing compliance and legislative demands from various regulatory bodies—and we're all looking for that all-important important competitive advantage. Exceeding your clients' expectations can unlock your true business potential, successfully harnessing feedback and complaints to enhance the overall customer experience, keeping your customers loyal for years to come.

## Understanding Your Challenges

A typical business hears from 4% of its dissatisfied customers. If only 4% are going straight to the source to vent their experience, what is everyone else doing? Are they searching for a new product or service? Are they sharing their experience among colleagues and potential new customers? While happy customers are sharing their experience with eleven others, unhappy customers will tell at least 15 others, not to mention the fact that they'll also share their experiences online.

Winning back an unhappy customer is not easy, yet keeping those customers is critical to your business and to winning new customers. When satisfaction drops, customer loyalty drops, which in turn can lead to an overall decrease in revenue. Poor customer experiences result in an estimated $62 billion loss by U.S. enterprises each year - not only are you losing new business due to a lack of customer loyalty, but it's hard to keep and expand your current business. On the other hand, increasing customer retention rates by 5% increases profits anywhere from 25% to 95%.

In today's consumer driven world, it's no longer good enough to simply be good at complaint handling—you must strive to be great. Institute of Customer Service research suggests that it's only complaints with a satisfaction rating of 9 (out of 10) that lead to higher overall customer satisfaction. Currently average satisfaction with complaints handling is 5.8 out of 10, meaning over 70% of complaints are likely to result in lower-than-average customer satisfaction. There's always room for improvement and engaging your customers is the first step.

## Why Are You Only Talking to 4%?

Improper handling of customer feedback, both positive and negative, is top of the list when it comes to poor customer management. Things will go wrong in business and customers will complain. That's a fact. But it's important to make sure that you're capturing and managing customer feedback in the most efficient way possible.

Firstly, it's useful to group the different types into three main types of feedback:

1. Complaints

2. Suggestions

3. Compliments

Suggestions and compliments are quickly taken onboard because they're easy and nice to hear, but it's complaints, often perceived as negative for the business, that truly constitute the most important feedback your company receives. Implementing a robust complaints management system and training your staff on the correct way to handle feedback increases efficiency in your company, enticing your loyal customers to stay.

Customers continue to come back for a good experience. So, take what they are saying, learn from it, tweak your business where it's needed, and give them the experience they came to you for.

"Aptean Respond has given our customer experience organisation a 'license to operate.' The robust data from Respond allows us to show management customer pain points and enables us to influence project priorities."

**Application manager**, large enterprise banking company

## Who's Actually Paying Attention?

There's no doubt that you and your staff care about your business's reputation, meeting goals and providing exceptional customer experiences, but you need to be aware that others are watching, too.

For example, the Financial Conduct Authority (FCA) regulates the conduct of over 59,000 financial services firms in the UK. It can and does impose substantial fines for those businesses found to be in breach of the relevant regulations and guidelines, having issued over £391.8m of penalties in 2019 alone. Additionally, the EU's General Data Protection Regulation (GDPR) regulates and monitors data protection and privacy and again, will issue fines to those organisations who violate the regulatory requirements set out in law.

You must be aware of your industry's regulatory bodies and any customer complaint penalties you could face. If you aren't complying with your industry regulations, not only are you losing loyal customers and avoiding the generation of new business, you could face serious fines and penalties from regulatory bodies.
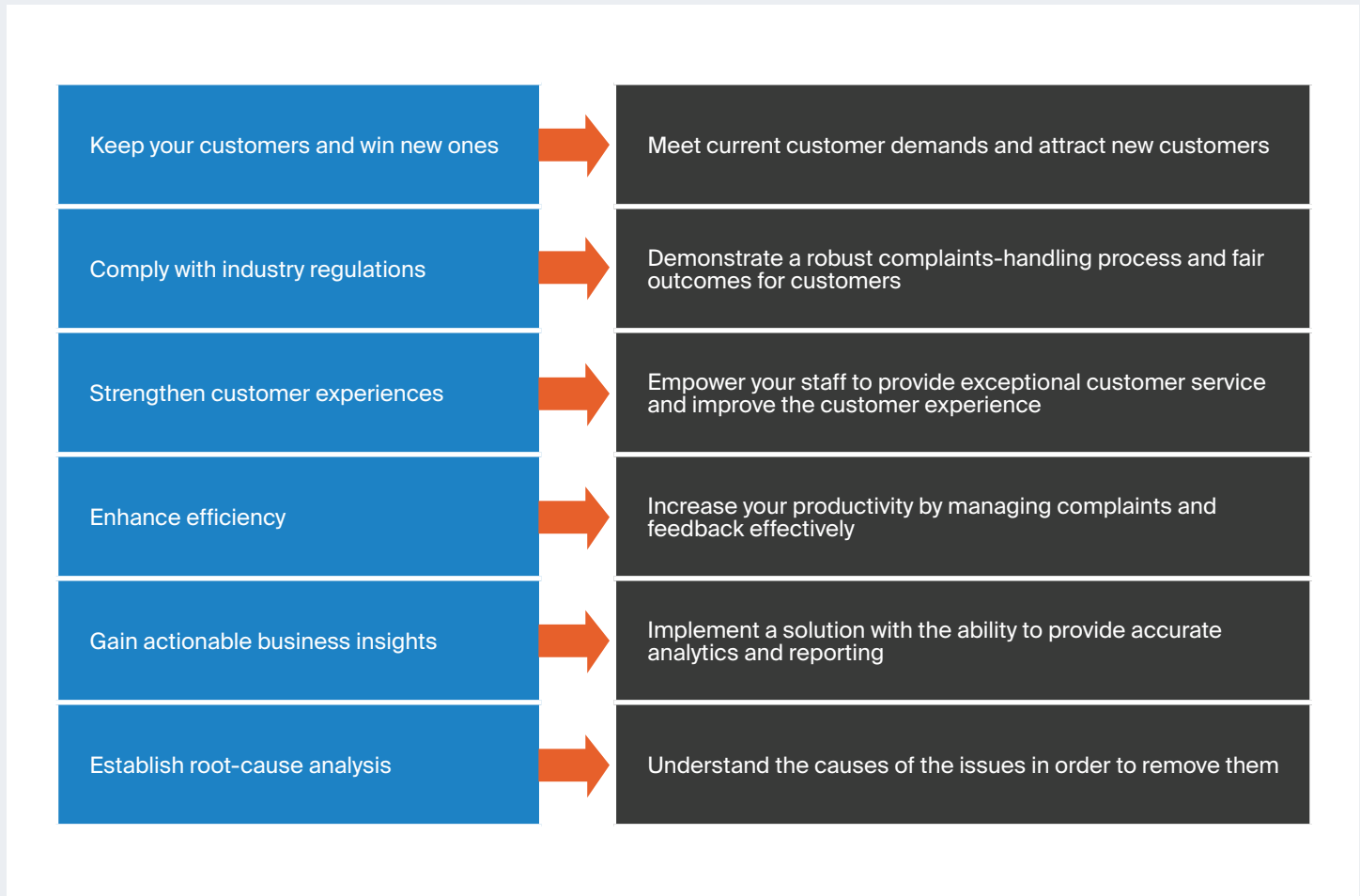
## You Are Not Alone

If you're not handling complaints in the most efficient way possible, you're not alone. You don't need to take down all your social media sites and hide any public forms to avoid negative feedback. Instead, it's time to look for a solution that can help handle your complaint management processes so your staff can focus on providing exceptional customer service.

## What to Look for When Choosing a Complaints Management System

- A solution that meets industry regulations
- An appropriate database to receive complaints
- A system that prioritises all complaints
- Data and reporting capabilities
- Intuitive step-by-step workflow
- Easy and automatic escalation

- Multi-channel support
- Task handling and assigning abilities
- Integrated customer survey capabilities to map the customer's complaint management journey
- Root cause analysis through management and business intelligence reporting

# How will your business benefit?

| | | |
|---|---|---|
| Keep your customers and win new ones | → | Meet current customer demands and attract new customers |
| Comply with industry regulations | → | Demonstrate a robust complaints-handling process and fair outcomes for customers |
| Strengthen customer experiences | → | Empower your staff to provide exceptional customer service and improve the customer experience |
| Enhance efficiency | → | Increase your productivity by managing complaints and feedback effectively |
| Gain actionable business insights | → | Implement a solution with the ability to provide accurate analytics and reporting |
| Establish root-cause analysis | → | Understand the causes of the issues in order to remove them |

# Invest in the Future of Your Business

The Aptean Respond complaint and case management solution has been a global leader for more than 25 years. According to a survey conducted by TechValidate, 100% of Respond users improved their complaint management processes and overall customer experience after implementing the solution. When asked about the benefits realised by companies using Respond, 65% specifically mentioned the streamlined processing of cases. With a focus on delivering comprehensive complaint and case management, Aptean Respond works to enhance the overall customer experience for your clients. Your company can improve brand reputation, build customer loyalty and generate new business.

# What it's Worth to You

From the customer's perspective, ensuring their voices are heard and their problems resolved will improve the overall experience. Investing in a complaint management system and managing complaints effectively creates an opportunity to satisfy displeased customers and win back their trust.

Most importantly, customer complaints provide valuable data that contributes to the improvement of your business. Data from frustrated customers allows you to gain insight into how to put out the fires on existing cases and how to prevent future problems. Overall, an effective complaint management solution will align people, processes and information to better service customer needs, helping your business maintain that all-important competitive edge.

To find out more how Aptean Respond can help you derive real value from your customer complaint management, reach out to us today at info@aptean.com.

## Interested in seeing how Aptean Respond can transform your **CX capabilities**?

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



**Aptean**    Ready for What's Next, Now™
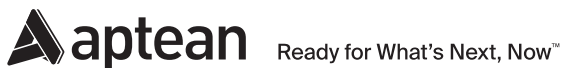
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Aptean is one of the world's leading providers of industry-specific software. Our enterprise resource planning and supply chain solutions are uniquely designed to meet the needs of specialized manufacturers and distributors, while our compliance solutions serve specific markets such as finance and life sciences. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes, across many industries, to scale and succeed.

For more information, visit **www.aptean.com**.