



**Aptean Respond**

# How to Effectively Manage Customer Complaints

Harness the power of Aptean Respond to enhance your customer experience

 **aptean** Ready for What's Next, Now™






# Introduction

When it comes to the success of your business, few things are more important than the happiness of your customers. They're the lifeblood of your business, and it should be your top priority to make sure that every customer experience is a successful one. A complaints management system can help you with this. Not only does it manage your complaints, but it lets your customers know you take their complaints as seriously as they do. In this eBook, we'll examine the challenges many organisations face and how an industry-specific complaints management system can help you overcome these hurdles to provide outstanding customer service every time.





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## Seamless Workflow for Simple and Complex Complaints

As you know all too well, managing complaints can be a complicated process. Depending on the type of complaint, different workflows might need to be employed. It can be challenging to figure out which workflow is necessary when, and who to involve in the process. Different case types invariably need different treatments. At a macro level they may look similar, but there are often small distinctions that also need to be considered.

Let's say a customer comes to you with a primary complaint, but on top of that they raise a secondary complaint and they also have a tertiary matter to discuss. This is when it all gets a bit messy. You need to catalogue each of these issues individually, not as separate complaints but as aspects of the same complaint. Each aspect may need a different treatment, have different people involved and have different resolutions and outcomes. You may have had only 10 complaints in a day, but if each of those complaints had five different aspects to consider, that's the equivalent of 50 broken customer journeys in a single day. Your complaints management system needs to be able to deal with all of these journeys, using analytics to deliver valuable insights from each and every one.

Also, your employees' focus shouldn't be on the workflows required; instead, they should be focussed on the complaint and the customer. Establishing set workflows and processes to manage those respective nuances within your complaints management system is essential to your success. This will encourage and enable your employees to dedicate their full attention and empathy towards your customers.

## Single View of Complaints

Effectively managing complaints is a complicated business, and it's made all the more complicated by disparate systems. If there's not a single source of truth, a single repository for everything related to a case—documents and emails sent and received, case information, goodwill gestures and phone calls—where everything can be organised and tracked, then you're missing an opportunity to become more efficient and make better use of your own data.

You may already have a customer relationship management (CRM) solution or IT ticketing system, and though you may be able to create tickets and view basic reports, it's not fit for purpose. Maybe it's 'good enough,' so why consider implementing a dedicated complaints management system like Aptean Respond? Employing a complaints management system that's made specifically for you and your industry allows you to effectively track complaint data from within a single solution, ensuring your team has the most up-to-date information, able to respond to your customer enquiries promptly and effectively.





## **Clear and Prompt Communication**

Clear and prompt communication should be at the heart of customer service. To provide the best service to your customers, your employees must be able to access all the information they need to respond appropriately and quickly. The ability to make adjustments throughout the process to enhance and improve the overall customer experience is vital.

A complaints management system with integrated intelligent alerts and messages ensures that everyone working on a complaint has access to its current status, previous communications and to all relevant details of the complaint itself. This centralised, single source of information makes it easier for your teams to figure out how to best respond to a customer complaint, even if the customer service representative changes throughout the complaint journey.

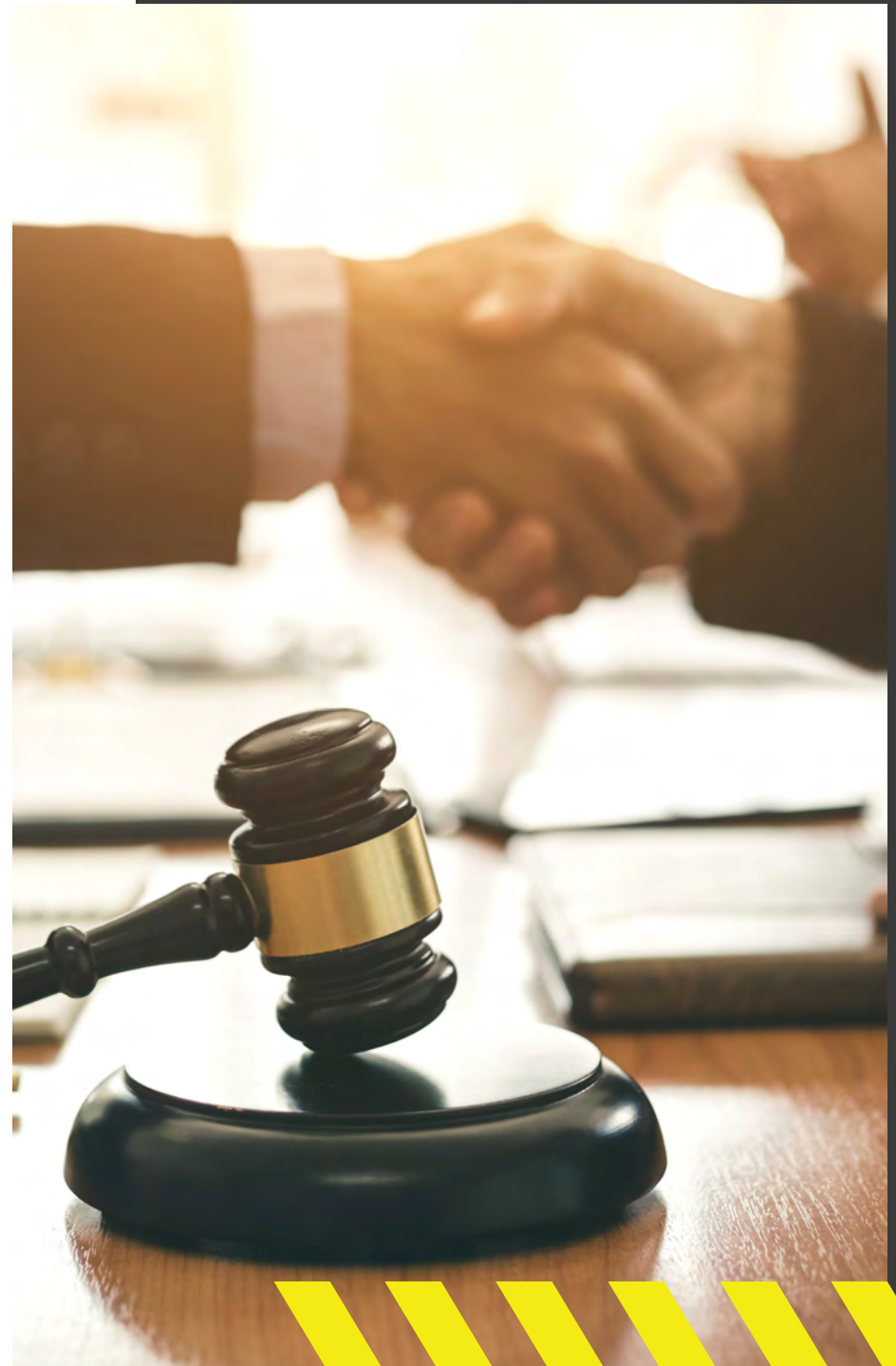


## Compliance with Regulations

Ensuring you're compliant with government regulations is vital to your success. In the US, the California Consumer Privacy Act (CCPA) enhances privacy rights and consumer protection for residents of California—with the California Privacy Rights Act (CPRA) extending these protections further still—and there are several other states that are in the process of passing similar bills. Essentially, such legislations put the consumer in the driver's seat.

Customers now have the right to know what personal data is being collected and whether their personal data is sold (and who to), the right to say no to the sale of their data, the right to access their data and the right to request that a business permanently delete their data. This means that organisations must be able to trace customer data and, if necessary, pull the data and send it to a regulator. A dedicated complaint management system can help with this type of compliance as there's a configuration that includes all the things that need to be submitted to your specific regulator.

Similar rules apply to businesses in the UK. The Financial Conduct Authority (FCA) mandates that twice a year each financial services business sends them data in a specific format for all the complaints they've worked on. The EU's General Data Protection Regulation (GDPR) has its own set of regulations that outline the data rights of EU citizens too. By leveraging the right complaints management system, you don't have to worry about ensuring compliance as the system helps manage it for you, leaving you to focus on achieving customer service excellence.



# Effective Social Media Monitoring

There are a multitude of different ways a customer can complain these days—over the phone, on social media, through email, face-to-face, via chatbot, etc. With all of these avenues, tracking the complaint to ensure the customer’s voice is not only heard, but that their grievance is being appropriately managed, can be really challenging. It’s easier for things to fall through the cracks, simply because there are more cracks for things to fall through.

Social media platforms tend to have the largest gaps through which complaints can fall. Add the fact that comments and posts are visible to everyone, then the ability to clearly track all of that data is essential when it comes to effectively monitoring your social media accounts for customer complaints.

Imagine a complaints management system with a universal inbox. You’re no longer restricted by a single account, so if you receive a DM on Twitter and then shortly thereafter a complaint on a Facebook thread, those alerts and messages will be sent to a singular inbox. And if there’s enough information, you can easily click through and create a case based on that post or DM, which then seamlessly leads you into your normal case management workflow.

A complaints management system can also perform sentiment analysis, measuring the heat of the interaction-based sentiment, levels of emotion, sincerity and demographics. This tool looks beyond the word itself to determine proper context and analysis. For example, the word 'bacteria' on its own is generally perceived negatively. The word 'kill' on its own is also perceived as negative. 'Kill bacteria', however, has positive connotations.

Anything that’s deemed to be ‘red’ within the system is flagged up instantly so that your team can prioritise and follow-up quickly – and even create a complaint if needed.

Figure 1

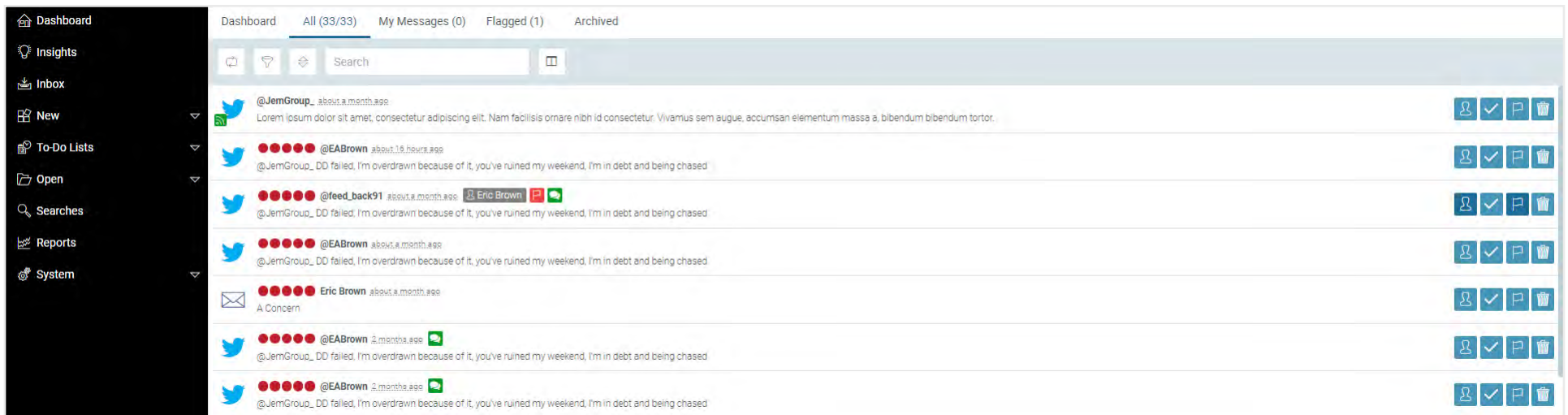


Figure 1 shows a unified inbox full of feedback from social media. Instead of digging around on all your different social media platforms for posts about either poor or positive customer experiences, the right complaint management solution will do all of that heavy lifting for you in a single interface.





## Ensuring Good Customer Outcomes

The goal of implementing a complaints management system is to make complaint management easier, with the ultimate aim of enhancing customer satisfaction. You want to keep your customers happy, certainly happy enough to come back again. But, to do that you must regularly evaluate how you're doing when it comes to customer recovery.

If employees are able to manage their own quality performance and team leaders are able to manage their entire team's quality performance, everyone is likely to be more consistent and the quality of complaint handling tends to be higher. Competition can be a good thing, as it enables individuals to compare their quality performance against their peers and team managers to compare the quality of their team against other teams. These comparisons harness the inherent competitive human spirit and drive standards upwards. A complaints management system that allows companies to provide surveys to their customers about the complaint process can help ensure consistency and quality, improving the complaint process, while also creating some friendly competition within your team.

A good complaints management system should also be complemented by in-house expertise to guide the creation of an outcome-based quality framework. This will ensure complaint outcomes are aligned to the company's corporate vision, keeping the company's brand promise.



# Closing the Loop

It's difficult to objectively assess the customer's perception of a company. However, if you're able to combine both internal quality results with customer survey results, you can objectively measure the difference in how you perceive your performance against how your customer perceives your performance. This side-by-side analysis exposes the customer expectation gap.

Customer complaint management doesn't simply end once the complaint has been resolved. It's important to survey your customers to see how they really feel about their experience throughout the entire process. In this respect, a complaints management system can create specific surveys to analyse customer experience during the complaint management journey.

Different to standard reporting and analytics, the results from these surveys can be extremely informative when it comes to your complaints management processes. When case data and feedback data is placed side-by-side, you can use it to drive improvements across the business. It's with this seamless comparison that feedback becomes more actionable, informing the changes necessary to improve the entire customer experience. There's also a quality assurance aspect here, as it allows you to provide actionable feedback to staff at certain touch points during the complaint process. By combining the survey insights with quality assurance data, you can provide exponential value. This not only assures your customer, but empowers your case handlers to take ownership of their performance.

It all comes down to you doing right by the customer. It's just another way for you to do that.

Figure 2

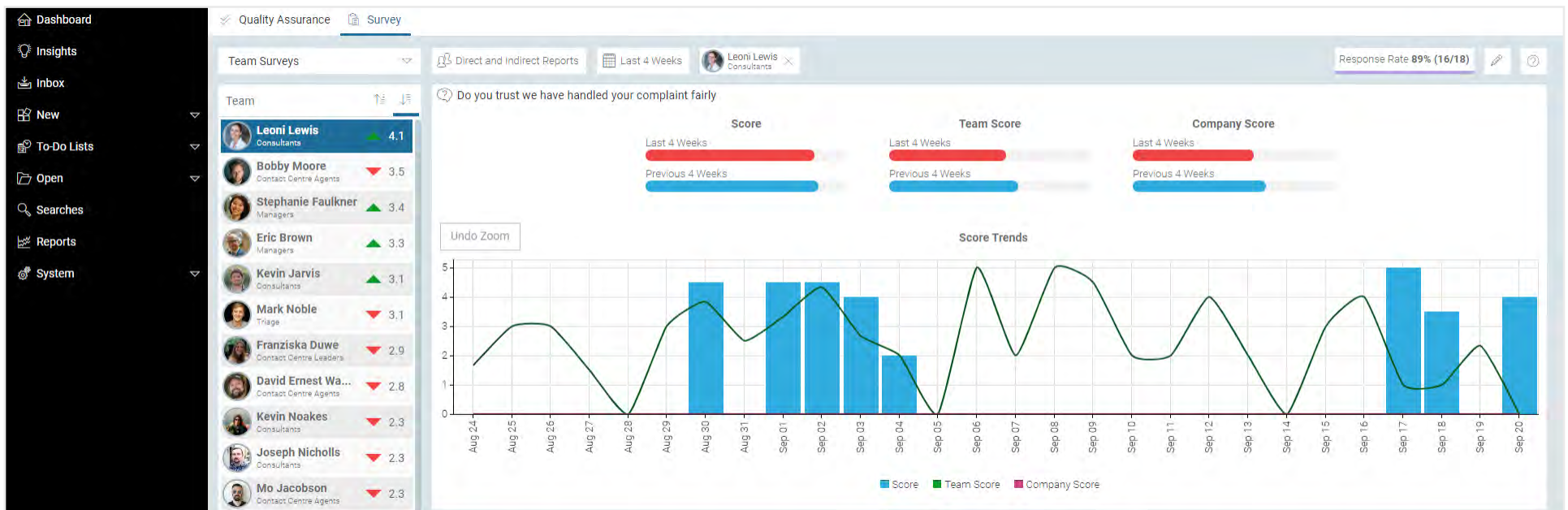


Figure 2 creates a bar chart of responses from the survey question “Do you feel that we listened and understood you?” Based on customer responses from this survey, companies and individual employees can make improvements and adjustments to better ensure a strong and positive customer experience.

# Repairing Customer Journeys

The only way to ensure you don't have the same complaints day after day is to go through your business practices and understand the root causes of the complaints. This is why it's valuable for you to ask if you're gaining all the necessary insights from your complaints management system to make the best, most informed decisions to improve the customer experience.

A fit-for-purpose complaints management system that supports all the different communication platforms on which your customers can complain will help you better manage complaints and recover dissatisfied customers. If your business can understand what kinds of trends there are within your complaints, you can proactively correct any issues so you don't keep seeing the same complaints time after time after time.

**Figure 3**

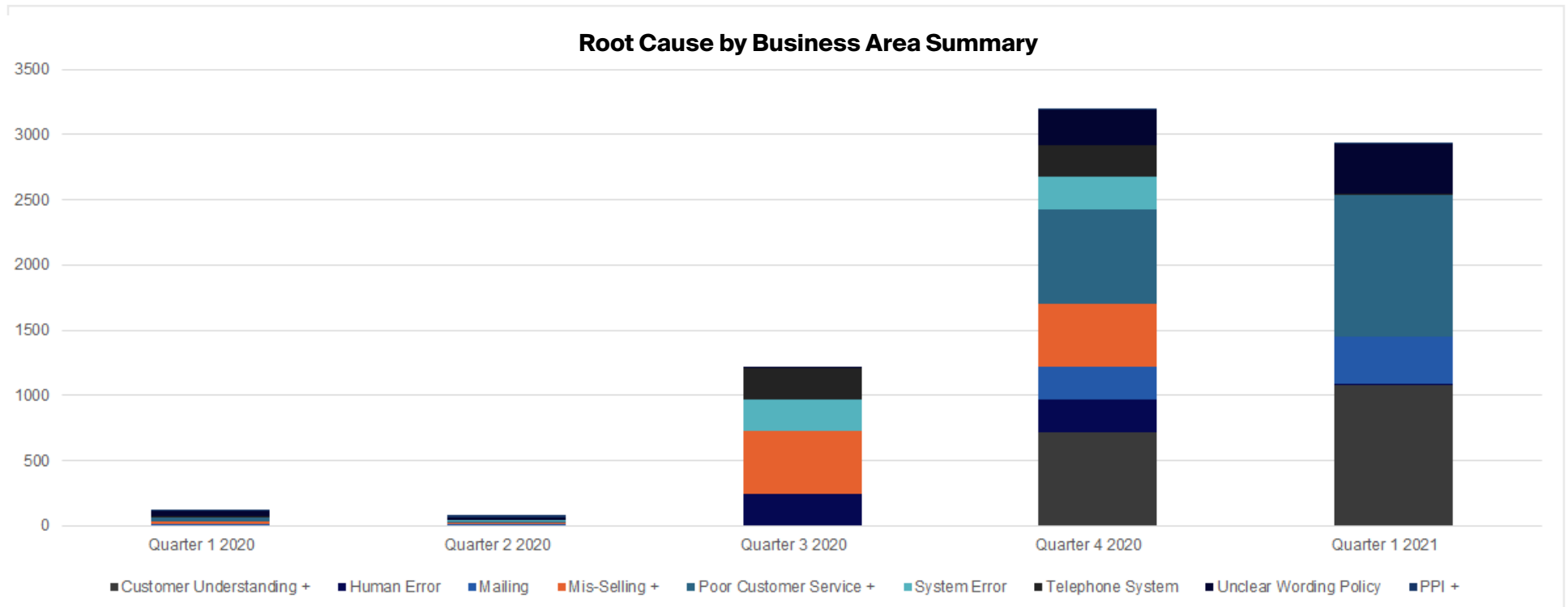


Figure 3 highlights the root causes of poor customer experiences. A CMS that allows you to dig through your data to successfully uncover root causes will set you up for success in both the long term and the short term.





## Conclusion

With a robust complaints management system, you can improve your overall customer experience. Aptean Respond is an enterprise complaints management platform that supports every role in your customer experience team—from frontline staff and managers to team leaders and executives. Through configurable workflows and user-friendly dashboards, Respond empowers your team to improve customer interactions, accelerate complaint resolution and capture actionable insights to provide an outstanding customer experience.

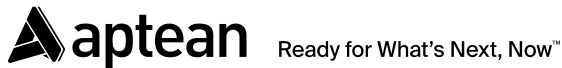




## Are You Ready to Learn More?

See how Respond can work for you.

Contact us at [info@aptean.com](mailto:info@aptean.com) or visit [www.aptean.com](http://www.aptean.com).



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 homegrown software, spread-sheets, and one-size-fits-all solutions to do things they were never designed to do. Aptean is on a mission to end those work-arounds – 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.

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