

Why is Aptean Respond Better Than Salesforce for Managing Complaints?

aptean Ready for What's Next, Now®

Trying to force-fit complaints processes into a CRM like Salesforce often leads to inefficiencies, higher costs and increased regulatory risk.



Here's why purpose-built complaints management software like Aptean Respond is a better tool for the job:



Quicker to Deploy

- » Complaints functionality out-of-the-box
- » Cloud-based, so no on-site installation
- » Expert support from Aptean Respond's customer service team



Easier to Configure

- » Aptean Respond can be customised in-house by your customer service team
- » Make rapid changes and add new data fields
- » No delays waiting for IT support—and no need to pay for vendor assistance



More Cost Effective

- » Efficiently resolves complaints to lower your cost per case
- » User-friendly for agents, reducing turnover
- » Baked-in compliance can reduce regulatory referrals and penalties



Trusted by Leading Businesses

- » 60% of top High Street banks and insurers use Aptean Respond
- » 56% of FCA reportable complaints go through Aptean Respond
- » AXA Insurance, BUPA Global, LV= and Nationwide are all Aptean Respond customers



Industry-Specific Software

- » Ideal for highly regulated industries like financial services and local government
- » Advanced complaints features including root cause analysis and vulnerable customer support
- » Easily extract complaints data for regulatory evidence



Long-Term Potential

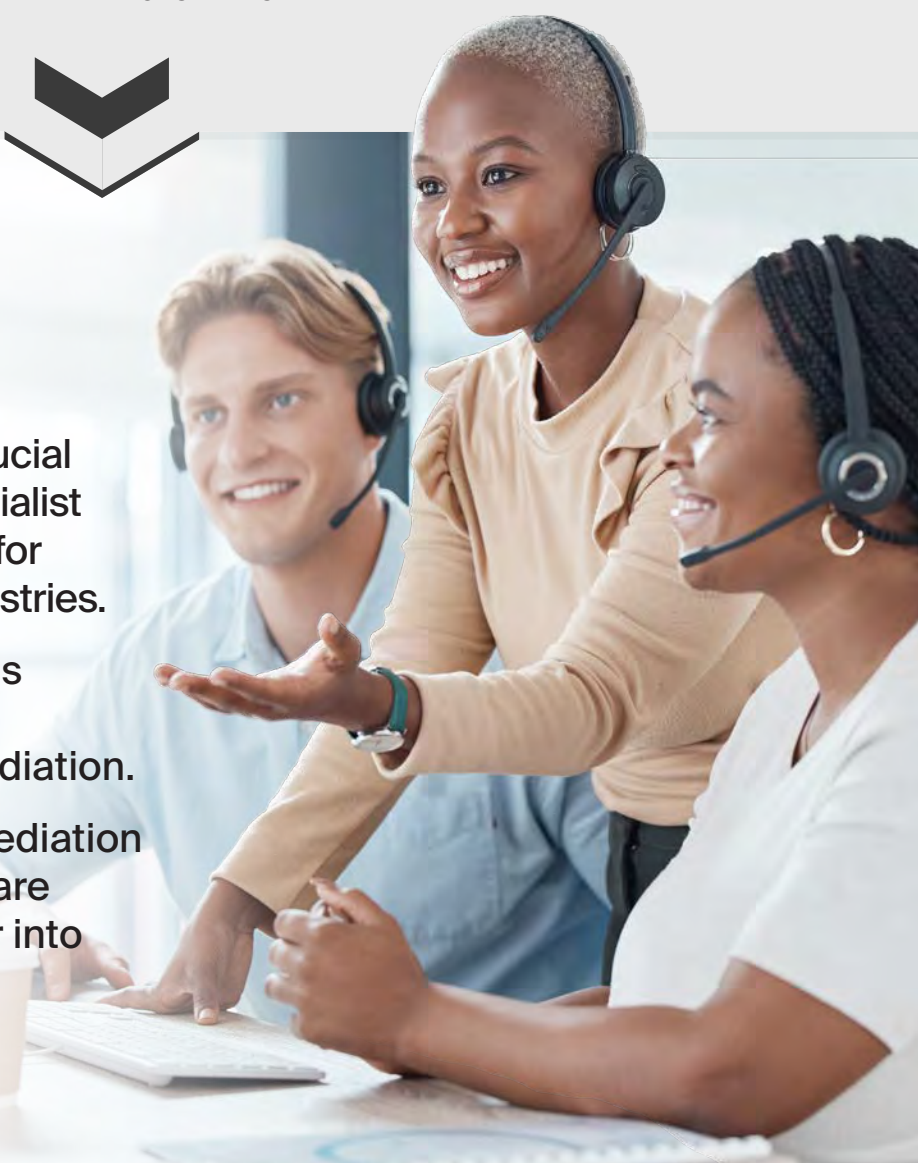
- » Scalable platform that can grow with your business
- » Aptean Respond provides technical support and training
- » AI functionality makes smarter suggestions over time

Resolve Complaints Quicker with Proven Software

Effective complaints handling is crucial to your customer service, and specialist software is often the better choice for companies in highly regulated industries.

Aptean Respond's primary focus is helping companies manage FCA obligations, complaints and remediation.

We prioritise complaints and remediation functionality to ensure your software remains valuable and effective far into the future.



Explore trusted industry technology for complaints management.

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