

# Turning Customer Complaints into Loyalty



# Facts

- Complaints happen, so accept them!
- Complaints contain very valuable information.
- When customers complain, they have their reasons to do so, even if, at first, you do not understand the logic behind the complaint.
- Handling a complaint properly will always cost your company much less (10-20 times) than losing the customer.

# Complaints are very useful

- It is feedback to you about the performance of your product/service.
- It is a signal for action.
- It is a customer helping you by giving you a second chance!



# Objectives of this program

- Learn how to understand the customer's problem.
- Learn how to not escalate into a conflict.
- Learn how to move from an negative and emotional situation to a constructive and rational one.
- Handle the complaint into an acceptable solution.
- Create the conditions for a next sale.

# Our 5-step approach

To achieve these objectives, we will carry out with you the following steps:

- Step 1: Review of your current situation.
- Step 2: Identifying the areas for improvement.
- Step 3: Defining the actions and the procedures.
- Step 4: Implementation.
- Step 5: Follow-up.



# Review of current situation

- Review with VP sales, Sales Managers and Customer Service Managers.
- Analysis of complaints:
  - Cause
  - Customers
  - Frequency and level of recurrence
- Monitoring systems.

# Identifying the areas of improvement



- Identifying weaknesses and strengths areas.
- Complaint score chart.
- Quantifying the cost of complaints.

# Defining the actions and the procedures

- From the score chart, action list:
  - Per cause
  - Per customer/customer group
- Complaint cost analysis and complaint setting up the cost reduction plan.
- Setting up the Improved Customer Satisfaction plan.
- The 4-level communication model.



# Implementation and follow-up

- Setting up the procedures
- In-house staff training for the 6 steps of effective complaint handling.
- Complaint Monitoring System
- Developing the proactive customer service approach.
- Getting the customer's appreciation and next sale.

# Follow-up

- Within 3 months after implementation, we will review the progress made.
- If necessary, corrective actions will be taken to insure the proper implementation of the action plan.

# Remember

- The customers pay your salary and advertise for you!
- Keep them satisfied!
- Get more satisfied customers!
- Work on reputation!

Interested?



Then there will be not complaint when you contact  
us at:

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