

Ten Steps to Better Complaints Handling

An effective complaint handling process will increase your customer's confidence in your business, improve the customer experience and boost retention.

Discover the ten steps of the best complaint management processes.

STEP 1

Identify

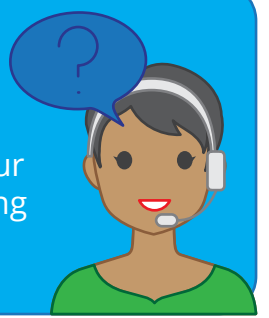
Recognise that a complaint is being made.



STEP 2

Understand

Discover why your customer is making a complaint.



STEP 3

Acknowledge

Ensure the complaint is acknowledged in a **timely manner**.



STEP 4

Provide options

Give the complainant a **choice** of how to proceed, either formally or informally.



STEP 5

Inform

Ensure you are clear about **how long** it will take to investigate the complaint and when your customer can **expect to hear from you**.



STEP 6

Be clear

Use clear, **jargon-free language** and avoid being over emotional.



STEP 7

Respond

Share your findings and conclusion with the customer.



STEP 8

Acknowledge

Be **honest** with what went wrong and offer a **solution or compensation** as appropriate.



STEP 9

Apologise

An apology goes a long way to **restore relationships**.



STEP 10

Escalate

Share details of what they should do if they don't agree with your decision.



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For more information about LEAP for Complaints Handling, visit flovate.com/complaints