

Why a complaint process is important to your business.



Below is an explanatory guide on why a good process is important followed by some tips to reduce complaint escalation. Read through this guide to support how you respond to and attend to complaints in your business.

Why is a good complaint process important?

A good quality complaint handling process is an essential part of good business. It provides a means of reducing costs as well as being a recognised way of obtaining valuable information that can be used to improve business operations as well as increasing customer satisfaction levels.

Most importantly as a Master Joiner it helps protect your reputation and greatly increases the chances of referral business.

A poorly handled complaint can bring a number of negative results. These include:

- Damage to your brand or reputation – statistics show that 95% of people who have a bad complaint experience will tell others about their experience.
- High costs if the complaint escalates to the Disputes Tribunal or a Court.
- Loss of future business.

On the other hand....

A good complaint process can have many benefits including:

- Brand or reputation enhancement – statistics show that 97% of people who have a good complaint experience will tell others. In other words when you handle a complaint well your customer may become an advocate for your business.
- Complaint costs will be minimised. Again, statistics show that the early resolution of a complaint substantially reduces costs and in fact often increases business as the customer values how you run your business.

The other main benefit of having a good internal complaint process is that, if it is run properly it will provide quality data about your business that can be used to improve your business operations and it is obtained for free!

What is meant by this is if you have a good complaint system in place that is highly visible and easy to use your customers will feel comfortable and confident in making a complaint to you. Whilst this may sound a bit frightening – i.e. you want people to complain about you! – you want your customer to complain to YOU and not their friends otherwise you cannot fix the problem and maintain your good reputation. If you make it hard to complain you won't know about your customer's dissatisfaction.



Make the complaints process accessible, don't wait to read about the complaint on social media!