

## DEALING WITH CUSTOMER COMPLAINTS

You are welcome to contact us on 1300 791 600 for further ideas and support in this area.

<b>Action</b>	<b>Outcome</b>	<b>Person Responsible</b> <i>(Make sure you involve others, if possible)</i>	<b>To be done by</b> <i>(Date of next SYB webinar, if possible)</i>
Analyse complaints from your clients/customers and your customer complaint procedures	Improve your customer resource management process	You, your key team members and SYB	
Devise a complaint-friendly company policy	To minimise the time and effort required for your clients/customers to complain	You, your key team members and SYB	
Train and empower your team members to deal with customer complaints, both verbally and in writing	Remove the mental complaint barrier for your clients/customers  Reduce stress for your team members when dealing with customer complaints	You and SYB	
Select some key performance indicators to reflect how well you deal with complaints and organise a reporting procedure to track progress	Manage the use of complaint data to improve products and customer service	You and SYB	
Talk to us on 1300 791 600 for any assistance in this area.	Significant increase in profit and cashflow		