

Oh no!
I have a complaint –
help!

Trevor Slater

Mast. Conf. Res.

General Manager

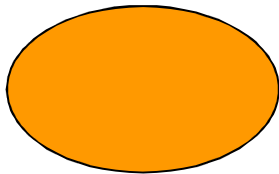


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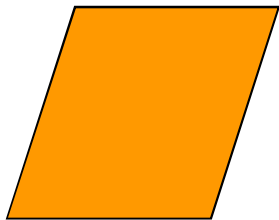
Personality Styles



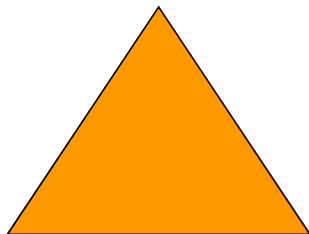
- ▶ This person is intellectual, objective, rational and a good decision maker.



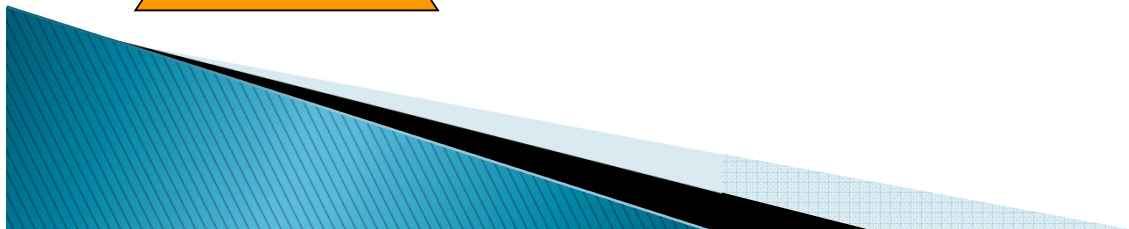
- ▶ This person is steady, dependable, conservative and has perseverance.



- ▶ This person is dissatisfied with the status quo, believes in no nonsense behaviour and tends to take risks

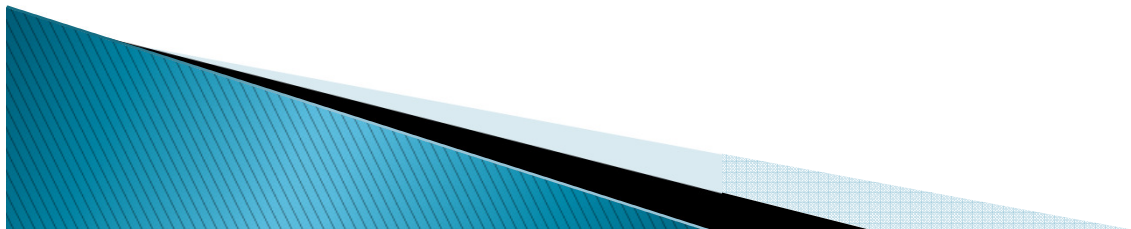


- ▶ This person is strongly preoccupied with sex and booze



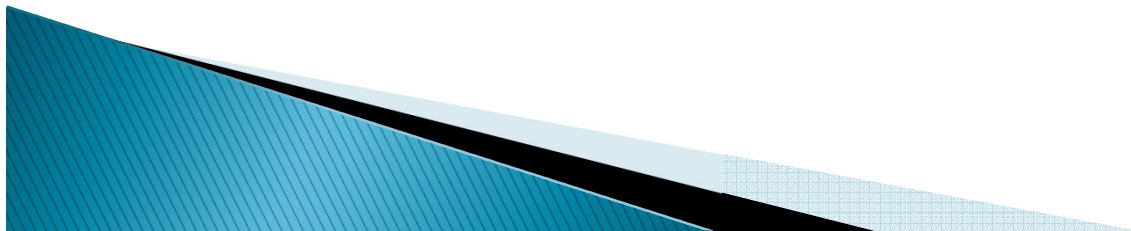
Customer Dissatisfaction

- ▶ Dissatisfaction arises as a consequence of a perceived discrepancy between expected and perceived performance
- ▶ Satisfaction – performance substantially exceeds customers' expectations
- ▶ Dissatisfaction – performance falls decisively short of their expectations
- ▶ When expectations are fulfilled there is a feeling of indifference



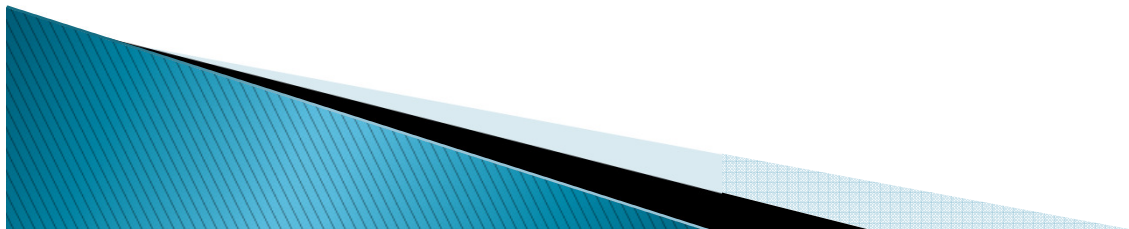
Complainant Expectations

- ▶ Be listened to and not judged
- ▶ To have their point of view understood and acknowledged
- ▶ Treated with respect
- ▶ To be given an explanation
- ▶ To be given an apology
- ▶ Have action taken (and kept up to date on actions)
- ▶ To be treated fairly
- ▶ Make sure it never happens again.



Complainant Expectations

- ▶ Who complains?
 - 97% are quite likely or very likely to tell others of a good experience
 - 95% are quite likely or very likely to tell others of a bad experience
- ▶ Handled well
 - 88% will repurchase if complaint is handled well
- ▶ Responsiveness
 - 66% of organisations rarely or never encourage you to complain



Minimising Complaint Escalation

Internal Complaint Process – Why?

- Good complaint handling equals good business:
 - Happy and loyal customers (repeat business)
 - Reduced complaint costs
 - Recognised business improvement tool
 - Happy staff – know what to do

Minimising Complaint Escalation

Internal Complaint Process – How?

- FSCCL Internal Complaint Process Manual
- International and Australian Complaint Handling Standard
- Open attitude to complaints
- Easy access to complaint process

Minimising Complaint Escalation

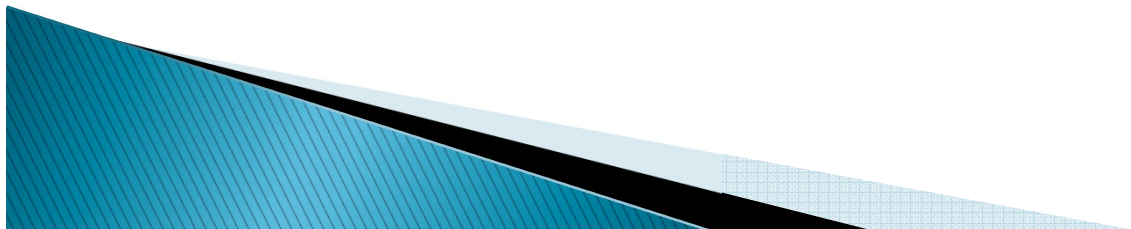
The Golden Rules

- Ask your client what they want done to fix the problem or resolve the complaint – then find the why
- It's not about who is right or wrong – we have a complaint, how can it be resolved?
- Ensure all decision makers or influencers are present during the negotiation

Minimising Complaint Escalation

Negotiation Preparation

- Once the 'what' is established find the 'why'
- Identify the underlying needs, motivations, concerns fears and aspirations
- Use questions and conversation to do so
- Once needs are identified generate as many options as possible to meet these needs
- Look for different options – think outside the box



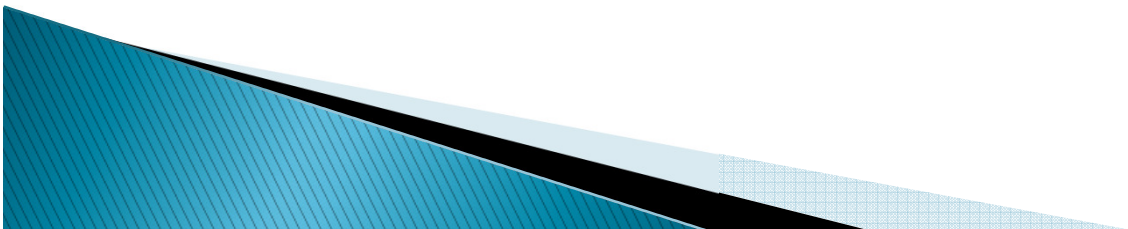
Identify Options for Resolution

- ▶ Invent Options for Mutual Gain

“The Orange story”

and

“The \$100K Settlement”





Questions?

