



Presentation for Small Business Development
Corporation
By Angela Brangman, Vice President Branch Banking
March 31st, 2010

Com·plaint

Ref: Dictionary.com

Show Sound [kuhm-pleynt]



- -noun 1. an expression of discontent, regret, pain, censure, resentment, or grief; lament; faultfinding: his complaint about poor schools.
- 2. a cause of discontent, pain, grief, lamentation, etc.
- 3. a cause of bodily pain or ailment; malady: The doctor says I suffer from a rare complaint.
- 4. Law. the first pleading of the plaintiff in a civil action, stating the cause of action.

The cost of complaints to your business



- Did you know these fascinating facts?
 - It costs an average of **5** times as much to attract a new customer as to keep an existing one.
 - On average, dissatisfied customers tell **10-15** people about their negative experiences
 - It takes **12** good service experiences to overcome a single bad one
 - **91%** of unhappy customers won't buy again from the company that displeased them.
 - Of customers who switch to a competitor up to **80%** say that they were satisfied before making the switch

What to do when your customer call is a complaint....



- Listen
- Empathize
- Resolve Issue & Repair the Relationship

Listen



- Franklin Covey's famous 7 Habits of Highly effective people lists habit five as seek first to understand and than to be understood.
- Another way to say this is that we need to diagnosis before we prescribe

Tips:

Successful listeners are those who listen to understand without preparing their reply until the person has finished speaking.

For success you must listen to the words, the emotions and the body language. Harder when it is a phone call.

Listening takes time and patience

Empathize



Sooner or later the client will want for you to respond. Sometimes it is quick and they have not given you much information to work with.....

And Sometimes it will be lengthy and you will try to get their attention so that you can reply.

This is a defining opportunity.

1. Apologize for the experience and Acknowledge the impact and implications to the customer
2. Restate your understanding of their concern until it is to their satisfaction
3. Remember, whilst listening you are always creating a mental attitude of win-win. Your customer is usually only thinking win.

Resolve and Repair



Here is your most critical defining moment

- If you have gotten this far you must now take actions and make decisions which are a win for your client as well as a win for your company.

At this point many businesses restrict the success of their employees with

1. Unclear or restrictive empowerment of front facing employees dealing with clients
2. Return and customer related policies which are not customer centric. Such planning must include a budget to cover the cost or retaining the client.

Questions/Discussion



Angela J Brangman, Vice President, Branch Banking
Capital G Bank
19 Reid Street, Hamilton
296-6969 abrangman@capitalg.bm