

Customer Complaint Procedures

Do you have a documented customer complaint procedure? This is very important in ensuring that you retain a high level of service for your members. Have a look at the following complaint procedure.

Customer advises you of a complaint / problems

1. Stay calm.
2. Listen to the customer's side of the story.
3. Write down name and complaint details in a complaint log book.
4. Be patient and understanding – the customer is always right!
5. Ask the customer how they would like to see it resolved.
6. Decide on an appropriate course of action.
7. If necessary, discuss the course of action with the appropriate higher body.
8. Explain to the customer what you will be doing to assist their complaint.
9. If possible resolve the complaint immediately.
10. If not notify them of the timeframe of the resolution.
11. Stay in touch with the customer as promised.
12. Keep records of discussion and telephone calls.
13. Work towards a fair resolution for both parties.