



WHITEPAPER

4 Steps to Selecting a Complaint Management Solution

Customer Feedback Can Take Your Business to the Next Level

In any business, loyal customers must first be satisfied customers, and part of providing excellent customer service involves listening to and acting upon what your customers are telling you. This means accepting their compliments humbly and taking their complaints and feedback seriously.

The accepting of complaints part is usually easier said than done, however. You assume you are 'in touch' with your customer – understanding what they want and need – but they may surprise you by sharing that somewhere, things went off track – and often, at that point, it's too late. It is important to have a complete understanding of exactly where your customers stand in order to incorporate their needs into your organization's strategy and better build upon it.

Part of building a better customer relationship strategy means investing in a complaint management solution, which uses customer feedback to expose possible issues in your business and provide insights you can use to drive product, service and process improvements. This supports future loyalty.

Aptean has created a step-by-step guide to help you choose the solution that's best suited for your organization. Hitting these touch points will guide you to confidently select a complaint management solution.

4 Steps to Selecting a Complaint Management Solution

1. Know your industry regulations

It is important to know which regulatory bodies govern your particular business type. Among other things, regulatory bodies like the Consumer Financial Protection Bureau (CFPB) (US) and Financial Conduct Authority (FCA) (UK) look to ensure that you are monitoring and proactively addressing customer complaints in an efficient, compliant and fair manner. As new regulations are enacted and enforced with the California Consumer Privacy Act (CCPA), an act that creates new consumer rights relating to the access to, deletion of, and sharing of personal information collected by businesses, it's even more valuable that those businesses meet those compliance standards. Failing to meet compliance standards has resulted in substantial fines for many businesses.

According to the CFPB, for example, consumers can seek to impose civil penalties of up to:

- \$5,781 per day for the violation of a CFPB rule
- \$28,906 per day for the reckless violation of a federal consumer protection law
- \$1,156,242 per day for knowing violation of a federal consumer financial law

It is also imperative that not only you know your regulations but that your complaints management vendor provides needed partnership and expertise. Your vendor should be knowledgeable of the regulatory bodies that govern each industry and which regulation guidelines you are expected to meet.

2. Identify your customer feedback channels and ensure that your solution can support them

With more customers leaving complaints on Twitter, Facebook, and other social media platforms, it's important that you monitor that feedback and give it the same amount of attention as you would a phone call or a face-to-face engagement.

A **2016 study by Conversocial** reports that nearly half of all consumers indicated that a personalized response from a brand would strengthen their brand loyalty, and another study found that more than one-third of millennials have used social media as a way to complain or to get help. These platforms for complaints are useful for consumers as what they post is highly visible and tend to grab the company's attention more quickly due to the content being shared to a much wider audience.

Having a strategy that is inclusive of all channels and platforms—no matter how quickly the trends and patterns change—will help elevate your brand image to customers and potential customers alike. A good vendor will work with you to establish concise workflows and clear paths for all the individual channels you

wish to open. It is a careful balance that has to be made between leveraging a growing array of feedback channels and maintaining a consistently high customer experience across all of them.

3. Develop a framework for your goals

When beginning your search, develop a framework that outlines the primary goals you want your complaint management solution to help you achieve. Examples include:

- Increased customer loyalty and retention rates
- Improved communication between your employees and your customers
- Reduction in time spent doing repetitive work through automation of manual tasks
- Ability to identify the root causes of complaints and the steps required to correct them
- Long term problem resolution to improve products and services
- Ensuring compliance with industry regulations

Share your goals with all colleagues who will be involved in choosing the solution and ensure everyone is aligned on the key objectives. As you evaluate potential vendors, carefully assess how closely the values of their solutions map back to your goals.

4. Involve the right decision makers

You may think only your customer service team needs to be involved in choosing the right complaint management solution, but it's important to involve others within the organization, such as sales, marketing, compliance and risk services. Just like software should be communicating across all platforms, these departments need clear visibility into customer interactions, the current state of the customer and customer feedback to make impactful decisions. Every area of your organization will have differing requirements and consulting with the necessary parties early will ensure a good solution is found to address every concern.

A strong project leader empowered to make executive decisions around direction is equally important – this person should be tasked with matching the organization's mission statement to the project deliverables.

An effective complaints management solution gives you the tools you need to turn customer feedback from something that you simply have to 'manage' into something that improves the culture, profitability and success of your organization.

About Aptean Respond

Aptean Respond is an enterprise complaint management platform that supports every role in your customer experience team—from frontline staff and managers to team leaders and executives. Through configurable workflows and user-friendly dashboards, Respond empowers your team to improve customer interactions, accelerate complaint resolution and capture actionable insights to provide an outstanding customer experience.

Interested in learning more about Aptean? Please contact us at **1-855-411-2783** or email us at info@aptean.com.



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