

## TIME TO COMPLAIN ABOUT COMPLAINTS

Australia's industry sectors will never be leaders in their field if the way they manage customer complaints is anything to go by. A recent survey conducted by CSBA shows Australia's industry sectors fall well short of benchmarks in customer complaint handling.

CSBA has released the findings of a survey on customer complaint handling involving companies from nine key industry sectors: banking, insurance – health, insurance – general, Telcos, ISPs, water, electricity, councils and automotive.

"If Australia doesn't pick up its game, it will be left behind left behind the world market," CSBA Managing Director, Paul Van Veenendaal said.

The Council Sector was the best overall performer due to its higher scores for Greeting, Agent Manner and Complaint Resolution but this was still a long way from customer complaint handling expectations.

The lowest performer, the ISP sector, had longer Connect Times and weak scores in each of the key areas measured.

"As a country seeking to play a role on the world stage, it is essential that certain benchmarks in customer complaint handling are met – without this companies will remain ineffective in managing costs and will be stymied for growth opportunities." Mr Van Veenendaal said

CSBA's survey and report provides a vehicle by which industries and organisations can identify areas of weaknesses and develop sustainable business improvement strategies.

"Providing great customer service allows a company to have a clear focus on the customer and in today's environment these are the companies most successful in the future."

"Good customer complaint handling practices makes for good marketing, and good business sense."

"When people complain, why not make it easy to fix their problem? If you address their concerns first off, you will gain loyalty from the customer and build a good reputation for the organisation."

"Then, you don't need to go out and spend a lot of money trying to entice new clients to your organisation."

“It is far more cost effective in the long run to concentrate on existing clients and meeting or exceeding their expectations.”

A General Manager of Customer Service for one of the councils involved in the survey recently said that, the CSBA mystery shopping products are a key element of the organisation’s complaint management’s continuous improvement strategy.

“They provide us with valuable reporting and decision-making tools and are key drivers of the significant and sustained improvement in our council’s performance over the past two years,” he said.

“The CSBA mystery shopping products make a valuable contribution to our organisation and have directly influenced the quality of our customer service.”

A report is available that provides an indication of how the individual industry sectors performed in each of the survey measurement areas including connect time, greeting skills, agent manner and complaint resolution skills and is a good place to start building good customer service.

For a full copy of the report from CSBA. [CLICK HERE TO FIND OUT MORE](#)