



The Complaint Management Workshop

This special workshop will help you acquire the skills needed for successful complaint management. During the program you will learn to identify Quality tools to use in analyzing complaint data. As a participant you will also take away a useful 3 step complaint handling process and learn how to implement a complaint management system.

Outline

A. Definition of Complaint

- Three types of complaints (easy fixes, complaints needing investigation, unresolved complaints)

B. Benefits of having an effective complaint management system

- Communicates to the customer the org is committed to resolving problems, improving relations and building loyalty
- Improves organization's accountability and transparency
- Customer retention and enhanced satisfaction
- Strengthens training and development of staff

C. Establish goals for your complaint management system

- What do you want this to do for your business?
- How will you know you're successful?
- Can revise/make more specific as you develop your system more thoroughly
- Examples: Increase customer retention; Improve employee morale (never "Reduce number of complaints.")

D. Guiding Principles of Complaint Management

- Focus on continuous improvement
- Environment of open disclosure
- Full commitment and support
- Accessibility
- Responsiveness
- Transparency and accountability
- Confidentiality

E. Factors that comprise an effective complaint management system

Culture - Attitude toward complaints; a complaint is a gift; established policies on how complaints are handled; ease of complaining

Organizational Linkage - Hiring process, appraisal process, new product development, process improvement opportunities

Employees skilled in complaint handling

- Training
- Lifetime Value of a Customer
- Customer Expectations

F. Creating the complaint management system

- Centralized
- Non-Centralized



- o Ownership of complaint process
- o Complaint capture
 - Automated or manual

G. Analyzing complaints/Creating the feedback loop

- o Quality Tools
- o Prioritizing Complaints (Seriousness/Probability)
- o Reporting
- o Process improvements
- o New Product development

H. Measurement of Complaint Management System Effectiveness

I. Case Study

J. Steps to implement a complaint management system
Complaint Management gap analysis

Program Date/Time: May 16, 2012 1-4:30pm

Tuition: CQC Members \$89 Non Members \$99

About CQC:

For over 20 years, the Connecticut Quality Council has been providing high value, low-cost workshops aimed at instilling the philosophies and practices of Continuous Improvement and Total Quality Management. We are part of a non-profit organization, with member organizations sharing experiences, expertise, and resources. CQC was founded in 1990 through the efforts of 27 diversified organizations. This group included Pratt & Whitney, The Travelers, The Hartford, Hartford Hospital, MassMutual and United Technologies Corporation

Registration

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