

# A Complaint is a Gift™

Service recovery that builds customer loyalty

## Consider for a moment...

How well organisations deal with complaints is the strongest determinant of ongoing customer satisfaction and loyalty;

If a company can increase its retention of otherwise defecting customers by just 5% they can increase their bottom-line by more than 25%;

Yet in spite of this, staff from many organisations are poorly equipped to deal with complaints;

And more than half of all attempts to recover a customer's confidence after they have had a problem, simply reinforce negativity towards the organisation.

## How TMI can help

In the early 90's TMI was largely responsible for putting effective complaints handling on the management agenda through the launch of the international business best-seller *A Complaint is a Gift ~ Using customer feedback as a strategic tool* by TMI directors Janelle Barlow and Claus Moller.

Today, the company has retained its thought leadership in this critical area and continues to be recognised as one of the world's leading providers of complaints management consulting and training solutions.



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## Services available include

1. A rigorous consulting approach that isolates and helps overcome current areas of complaints management weakness.
  - These reviews typically assess such areas as:
    - Encouragement & accessibility (how easy it is for customers to complain),
    - The specific processes & systems in place,
    - Staff empowerment (real and perceived),
    - Style and adequacy of training (formal and informal),
    - Internal recognition & coaching
2. Tailored training workshops to inspire staff to view complaints in a more positive light as well as equip them with specific, proven service recovery skills and techniques.
  - Whilst always reflective of the individual client's complaints handling business strategy, such training often involves;
    - First, harnessing energy and commitment towards achieving excellence in complaints handling,
    - Then imbuing staff with the ability to more effectively gain trust and build rapport,
    - Helping them gain a better understanding of emotions, particularly when dealing with angry customers so as to help diffuse rather than escalate the situation,
    - Improving listening and questioning skills,
    - And overall, building their confidence and self esteem to handle even the most difficult service situation.
  - Increasingly, these sessions also address the opportunity presented by *branded* complaints handling. That is, staff behaviour that not only supports, but magnifies brand promises and therefore helps truly consistently differentiate the organisation.

3. Finally, TMI can benchmark your complaint management practices and performance against best practice.

- Since 1999 we have been conducting research on an annual basis into complaints handling via a syndicated survey. During this time data has been collected from over 400 companies both in Australia and internationally.

TMI offer a fully integrated yet flexible approach to each of the services mentioned above, enabling clients to select individual elements or adopt the full program.

### Want to know more?

To discuss your particular needs or for more information generally on how treating complaints as a gift helps build long-term profitable relationships with customers, please contact TMI:

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