

YOUR INVITATION TO PARTICIPATE IN THE TMI - SOCAP COMPLAINTS CULTURE SURVEY

No-one can doubt the impact of customer loyalty on the profitability and growth of an organisation.

Similarly, few would argue that, how well customer complaints are managed make the difference between cementing loyalty or losing customers forever.

Yet despite this, our experience shows that considerable dissatisfaction remains with the systems, processes and attitudes of many organisations in their handling of these critical moments of truth with customers.

HOW DOES YOUR ORGANISATION MEASURE UP?

TMI Australia has been conducting a bi-annual survey of Organisational Complaints Management and Culture since 1999 and we would like to extend an invitation to your organisation to participate in this year's study.

HOW DOES YOUR ORGANISATION BENEFIT?

TMI will share their global experience to help you develop solutions to the issues identified by the survey. These could include:

- Implementing strategies to build customer loyalty from complaints
- Improving complaints handling and, in turn, employees' productivity
- Extending the collection of free research to better meet customer expectations
- Differentiating your brand from your competitors
- Reducing complaints escalated to the industry Ombudsman



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SURVEY FEATURES

As a participant in the TMI Complaints Culture Survey your organisation will receive:

A Specific Company Report

This report outlines the strengths and weaknesses of your current service recovery culture, support, systems & processes. In addition, this year's report can be used to identify any discrepancies between employee perceptions, senior management perceptions and the views of customers.

Departmental Analysis

Depending on the size of your sample it is also possible to compare results by different departments within your organisation.

Consultative Feedback

All participants will have access to a dedicated TMI consultant who will help you digest your results, provide meaningful insights and where requested outline strategies for development.

HOW IS THE RESEARCH CONDUCTED?

The research consists of three components:

1. Employee Survey
2. Customer Survey (optional)
3. Consumer Survey

Employee Survey

This survey asks staff to rate the organisation's performance across 10 key factors. These are:

1. Basic Attitude towards complaints
2. Encouragement & Accessibility
3. Processing Complaints
4. Training
5. Empowerment

6. Willingness to Change
7. Staff Recognition
8. Customer Service policy & systems
9. Customer Information and
10. Internal Customers

Customer Survey

This survey explores both the expectations and experiences of a sample of the organisation's own customers, whether consumer customers ("B2C"), business customers ("B2B"), or both. How satisfied are they currently and how closely do their views align with the perception employees have of the organisation's performance?

Consumer Survey

In addition to the specific organisational feedback all participants will have access to the results of a survey we conducted in 2007 which explores the behaviour, attitudes and expectations of the public in general.

Topics covered here include:

- Willingness to make a complaint
- Key barriers
- Preferred method of registering a complaint
- Expected timeframes for response & resolution
- And overall impact on purchase behaviour

INVESTMENT REQUIRED

Becoming a participating organisation in the TMI Complaints Culture Survey costs just \$7000 (plus GST) for up to 300 respondents. An additional investment is required for paper-based surveys at \$500 plus GST per 100 questionnaires. SOCAP will receive \$1000 of this investment as sponsorship from TMI.

WANT TO KNOW MORE?

For further information, please contact TMI on (03) 9602 3500 or email mail@tmiaust.com.au.

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