

COMPLAINT MANAGEMENT

ABOUT THE CLIENT

Client complaints refer to when a business does not deliver on its commitment and does not meet customer expectations in terms of the product or services. The vital aspect of every business is its clients. For greater success, businesses need more satisfied clients. When a business does not deliver on its commitment and does not meet customer expectations in terms of the product or services. The vital aspect of every business is its clients. For greater success, businesses need more satisfied clients, duties are to research and resolve customer complaints received by phone, mail, email, fax, and social media.

CLIENT'S CHALLENGES

Client challenges are-: Lack of Procedures or Inadequate Procedures, Multiple Sources of Complaints, Delays in Addressing Customer Quality Complaints, Ineffective Tracking of Complaints, and Inability to Spot Quality Trends. The majority of businesses still operate with fragmented IT systems. To process a customer request or a complaint, agents have to access multiple systems that are not connected by a single end-to-end process. Growth in social media interactions and Web collaboration has added to the company communication channel mix, making it more complex. However, most businesses are not ready to provide high quality customer support through each information outlet

KEY GAPS

The means by which a company can recognize its current state—by measuring time, money, and labour—and compare it with its target state. By defining and analysing these gaps, the management team can create an action plan to move the organization forward and fill in the performance gaps. By comparing the current state with the target state, companies, business units, or teams can determine what they need to work on to make their performance or results better and get on the right path quicker. Companies can also use the gap analysis process to elevate individual or team performance, and look at attributes such as task competency, performance level, and productivity. Other names for the process include need-gap analysis, needs analysis, and needs assessment.

KEROL SOLUTION

The client is a global financial services group with headquarter in Tokya, Japan. They are pioneers of investment banking, investment management, and global market dealings with an integrated network spanning over 30+ countries and regions.

RESULT

Customer feedback, Customer experience, Customer satisfaction (CSAT) Customer relationships, Customer loyalty and advocacy, prolonged wait times, incessant call transfers, Service or product unavailability. Complaint management software is nearly always owned by customer service and support teams, but other departments and job functions generally have access to it as well; complaints can be relayed at any customer interaction, and employees need the ability to create a record. Complaint management software is therefore usually integrated with CRM software, help desk software, and customer self-service software. Some vendors built complaint management directly into these or other related systems