



Customer Complaints

How digital workflows can help you ensure end-to-end issues management for increased customer satisfaction?

51%

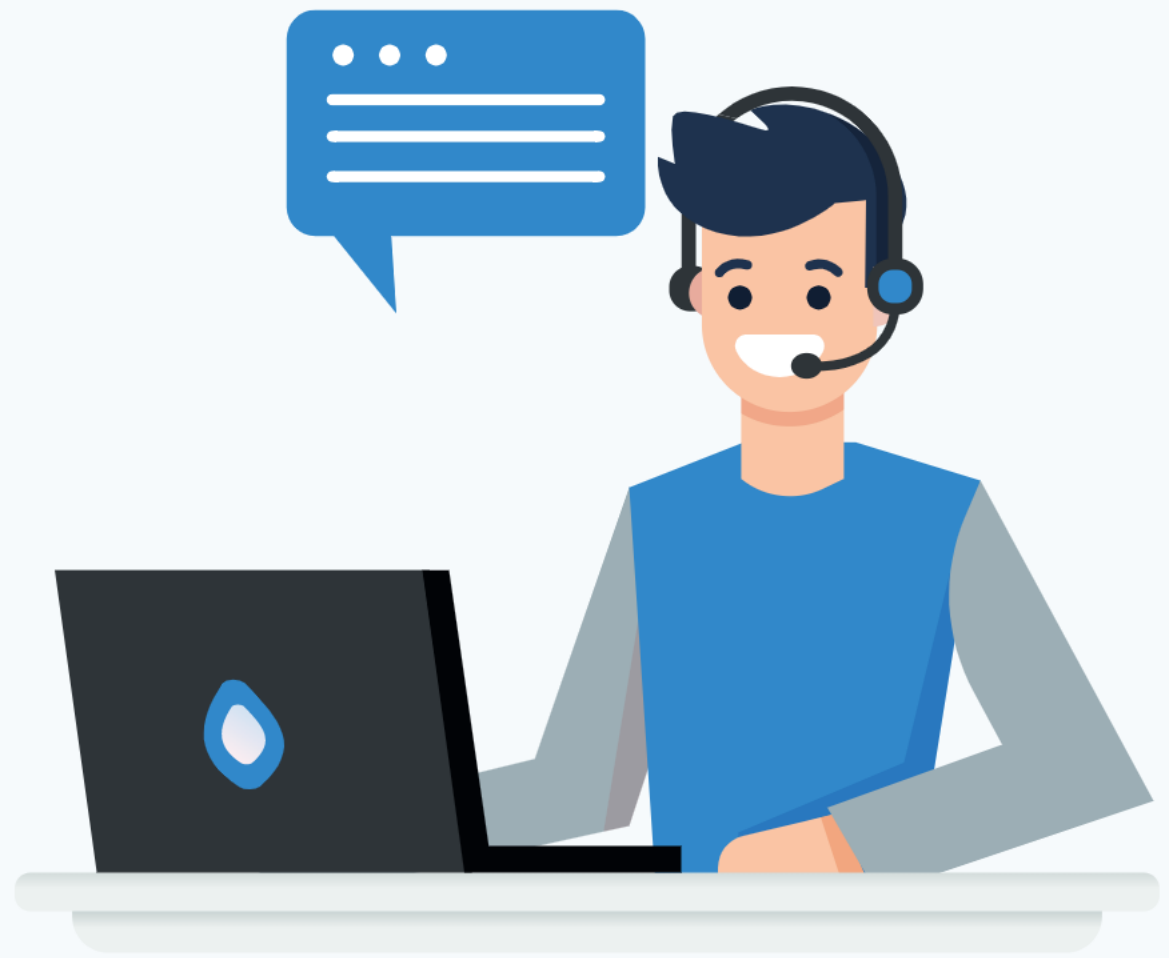
of SMBs say they will consider switching companies after a poor customer service experience

6-7

It costs 6-7 times more to acquire new customers than to retain existing ones

82%

of the top-performing companies report paying close attention to customer complaints management



How to successfully manage customer complaints with digital workflows? TOP 5 TIPS

1

Select a secure and trusted cloud platform that combines cutting-edge technologies to allow you to create an end-to-end customer complaints management solution, tailored to your needs, without additional software

Capture all incoming customer communication from various input channels, automatically classify and organize this information in one place so you do not waste time search data all over to find what you need.

2

3

Empower your employees to log complaints details such as the name of customer, source, product that the customer is complaining about, in an electronic form.

Use a configurable and robust workflow engine to electronically route and track customer complaints through different stages and staff. Review each case with its history for context to check for validity. If the complaint is valid, involve cross-functional teams, assign relevant agents to resolve the complaint.

4

5

Leverage advanced reporting capabilities to monitor the status of complaints, view trend, identify cause or access to a chart that reveals which are the products generating most issues. Customize, save your reports and refresh them as new data is collected. Share them with others.

TOP BENEFITS of an effective customer complaint management

Boost customer satisfaction and make life better and easier for your client service team



- Enhanced ability to track & resolve incoming requests
- Complain resolution time reduced by **40 %**
- Improved customer focus & faster internal communication
- 75%** positive customer satisfaction index