APTEAN

WHERE SOFTWARE WORKS

IMPROVING YOUR CUSTOMERS' EXPERIENCES

WHITEPAPER

Many organizations are experiencing challenging market conditions - increased competition, a need for innovative differentiation, the expanding gap between customers' expectations and actual experiences, and the growing compliance and legislative demands from various regulatory bodies. With the customer at the heart of your business, feedback and complaints play a vital role in creating the opportunity to demonstrate to your clients that you care. Exceeding your clients' expectations and enhancing the overall customer experience will keep your loyal customers for years to come.

UNDERSTAND YOUR CHALLENGES

LOOK WHO'S TALKING

A typical business hears from 4% of its dissatisfied customers. If only 4% are going straight to the source to vent their experience, what is everyone else doing? Are they searching for a new product or service? Are they sharing their experience among colleagues and potential new customers? Research shows that while happy customers are sharing their experience with five others, unhappy customers will tell at least 10 others, not including how they share their experience online with different customer review sites or social media platforms.

> "The goal as a company is to have customer service that is not just the best but legendary."

Sam Walton
Founder of Walmart

With all the negative talk, the opportunity for new business ends up going out the window, but what about your current business? Winning back an unhappy customer is not easy, yet keeping those customers is critical to your business and to winning new customers. When satisfaction drops, customer loyalty drops. Poor customer experiences result in an estimated $83 billion loss by U.S. enterprises each year. A drop in customer satisfaction can lead to a drop in customer loyalty and an overall decrease in revenue. Not only are you losing new business with lack of customer loyalty, but it's hard to keep and expand your current business. On average, loyal customers are worth up to 10 times as much as their first purchase.

WHY ARE YOU ONLY TALKING TO 4%?

Improper handling of customer feedback, both positive and negative, rates at the top of the list when it comes to poor customer management. Things will go wrong in business and customers will complain. That's a fact of life. It's important to make sure that your business is capturing and managing such customer feedback in the most efficient way possible.

Once you get a grip on the importance of handling feedback, it's useful to group the different types into three main types of feedback:

1. Complaints
2. Suggestions
3. Compliments

Suggestions and compliments are often taken to heart because they're easy; but complaints, often perceived as negative for the business, truly constitute the most important feedback your company receives. Implementing a proper complaints management system and training your staff on the correct way to handle feedback increases efficiency in your company, enticing your loyal customers to stay.

Customers continue to come back for a good experience. So take what they are saying, learn from it, tweak your business where it's needed and give them the experience they came to you for on day one.

WHO'S ACTUALLY PAYING ATTENTION?

There is no doubt that you and your staff care about revenue and your business' reputation, but you need to be aware that others are watching, too. For example, The Consumer Financial Protection Bureau (CFPB), formed in 2010, has been tasked with providing regulations, supervision and ultimately enforcement for the betterment of the U.S. financial services industry. The CFPB has issued billions of dollars in fines and continue to actively audit complaint management processes.

Be sure you are aware of your industry's regulatory bodies and any customer complaint penalties you could possibly be facing. If you are not complying with your industry regulations, not only are you losing loyal customers and avoiding the generation of new business, you could face serious fines and penalties from regulating bodies.

YOU ARE NOT ALONE

Now that we've established that customer feedback of all types is important, you should know that if you are not handling complaints in the most efficient way possible, you are not alone. You don't need to get rid of all unhappy customers and start fresh. You don't need to take down all of your social media sites and hide any public forms of negative feedback. Instead, it's time to look for a software solution to handle complaint management.

WHAT TO LOOK FOR WHEN NARROWING DOWN A COMPLAINT AND CASE MANAGEMENT SYSTEM:

- A solution that meets industry regulations
- An appropriate database to receive complaints
- A system that prioritizes all complaints
- Data and reporting capabilities
- Intuitive step-by-step workflow
- Easy and automatic escalation
- Multi-channel support
- Task handling and assigning abilities
- Root cause analysis through management and business intelligence (BI) reporting

NARROWING YOUR SEARCH DOWN TO RESPOND COMPLAINT AND CASE MANAGEMENT SOLUTION

Aptean's Respond, a complaints and case management solution has been a global leader for more than 20 years. According to a survey conducted by TechValidate, 100% of Respond users improved their complaints management processes and overall customer experience after implementing the solution.

Once you grasp the importance of managing customer complaints and want to use them to your benefit, ensuring a streamlined process is your next step. When asked about the benefits realized by companies using Respond, 65% of those surveyed specifically mentioned the streamlined processing of cases.

INVEST IN THE FUTURE OF YOUR BUSINESS

With a focus on delivering comprehensive complaint and case management solutions, Aptean's Respond works to enhance the overall customer experience for your clients. As a result, your company can improve brand reputation, build customer loyalty and generate new business.

"The Respond solution helps us keep a record of all the guests who contact Customer Services. It allows us to monitor the progress of a complaint and the response sent to the guest. We find the reports very useful."

Line of Business Manager
Medium Enterprise Hospitality Company

WHY INVEST IN A COMPLAINTS AND CASE MANAGEMENT SOLUTION

- **To keep your customers and win new ones** → Meet current customers' demands and attract new customers
- **To comply with industry regulations** → Demonstrate a robust complaints-handling process and fair outcomes for customers
- **To strengthen customer service** → Improve customer service by improving the customer experience
- **To enhance efficiency** → Increase your productivity by managing complaints and feedback effectively
- **To establish root-cause analysis** → Understand the causes of the issues in order to remove them

WHAT IT'S WORTH TO YOU

From the customer's perspective, ensuring their voices is heard and their problems are resolved will improve the overall experience. For your business, investing in a complaint management system and managing complaints effectively creates an opportunity to satisfy displeased customers and win back their trust.

Most importantly, customer complaints provide valuable data that contributes to the improvement of your business. The data from frustrated customers allows you to gain insight on preventing future problems and how to put out the fires on existing cases. Overall, an effective complaints management solution will align people, processes and information to better service customer needs and help your business maintain a competitive edge.

Interested in learning more about Aptean Respond? Please contact us at 1.855.411.2793 or email us at info@aptean.com.

"Respond has given our Customer Experience organization a 'license to operate.' The robust data from Respond enables us to show management customer pain points and enables us to influence project priorities."

Application Manager
Large Enterprise Banking Company

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About Aptean: Aptean helps businesses profit, innovate and grow where the work gets done—in the call center, on the floor of the factory, at the end of the assembly line. That's where Aptean's CRM, ERP and Supply Chain software applications enable nearly 5,000 customers to satisfy their customers, operate more efficiently and stay at the forefront of their industry.

Aptean is where software WORKS. For more information, visit **www.aptean.com**