

Complaints Procedure

There are many reasons why customers complain but it is usually dissatisfaction following a request or expectancy of a service, which does not happen or falls below an anticipated standard.

Everyone has expectancies of quality and service. Customers may complain for many reasons and these reasons could be minor or major. These complaints may happen at any time. At the time of the complaint, customers may feel angry, annoyed, or even hostile. Afterwards and probably more importantly, they will speak about it to their friends and colleagues, bad news often travels further and faster than good news so how we deal with complaints is vital. Nomads will always approach the situation as professionally as possible.

Procedure For Handling Verbal Complaints

LISTEN

It is important to listen to everything the customer says without interrupting. The customer wishes to express his/her opinion, even if much of what he/she says is of minor relevance to the situation. Listen completely in order to find out exactly what is wrong. More time is wasted if the customer is continually interrupted and he/she may get more frustrated. Allow the customer to let off steam.

QUESTIONS

Ask the customer questions on additional points which need clarification and write them down.

ACCEPT THE COMPLAINT

It is best to agree with the customer and accept the complaint, even if you disagree but do not admit liability. When the customer realises that his/her complaint has been accepted, his/her anger will diminish. Do not make excuses or blame other departments and do not take the complaint too personally.

APOLOGISE

Always apologise to the customer, but never appear condescending.

CLARIFY THE SITUATION

It must be discovered exactly what the customer wishes to be done, i.e. "get to the heart of the problem" there may be several options to carry this request out. Be specific and confirm what action will be taken for the customer.

TAKE ACTION

It is very important that you take action immediately, even if the problem is not your fault, or within the scope of your department. Even if you feel that the customer is not justified in making the complaint, you should make a note of the problem and contact the person who can rectify it if you are not authorised or able to help out yourself.

Should you receive a complaint you must never promise to do something if you do not intend to carry out. Explain to the customer what action you are going to take - keep him/her in the picture and thank him/her for bringing the matter to your attention.

FOLLOW UP

Having acted, it is important to check that everything is satisfactory. If you check, the customer will feel that his/her complaint has been resolved and that the company does care.

All complaints, even if you have dealt with them successfully, should be brought to the attention of a member of the Board.