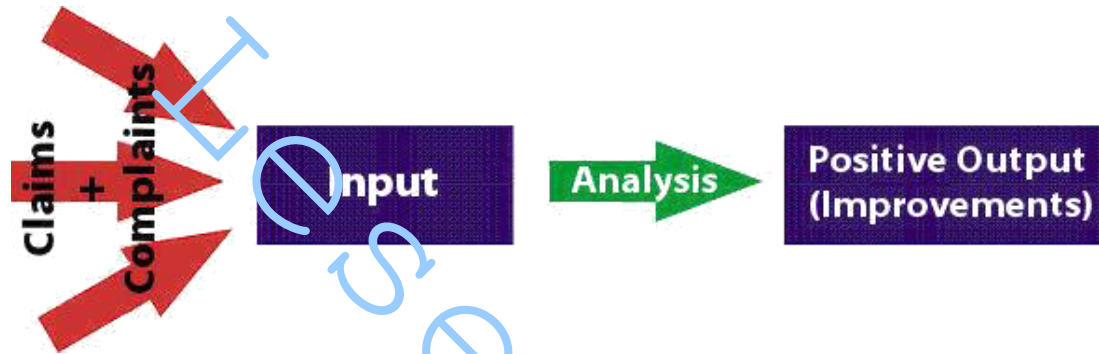


Complaint Management

- Introduction
- Claims as chances
- Quality as a corporate philosophy
- Customer orientation concerns everyone!
- The most frequent causes of complaints
- What does the customer want to achieve by complaining ?
- The appropriate communication technique for complaint conversations
- Appropriate behavior for dealing with complaints
- Targeted and systematic approaches for dealing with complaints
- Day clearing



The “Hotel model”



This simple model enables you to ...

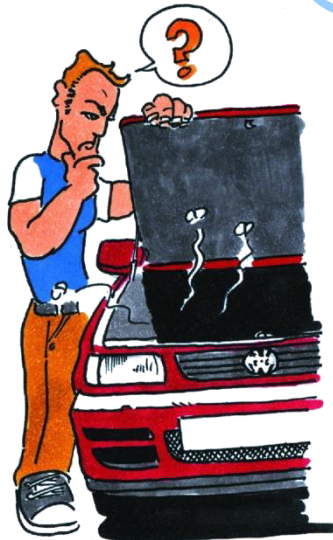
- ... identify and eliminate weak spots.
- ... convert angry customers to enthusiastic customers.
- ... establish active customer orientation.

**Consider complaints and claims to be something positive and desirable;
perceive them as chances!**



... a claim?

Factual level



Concerning the product or service.

... a complaint?

Emotional / personal level



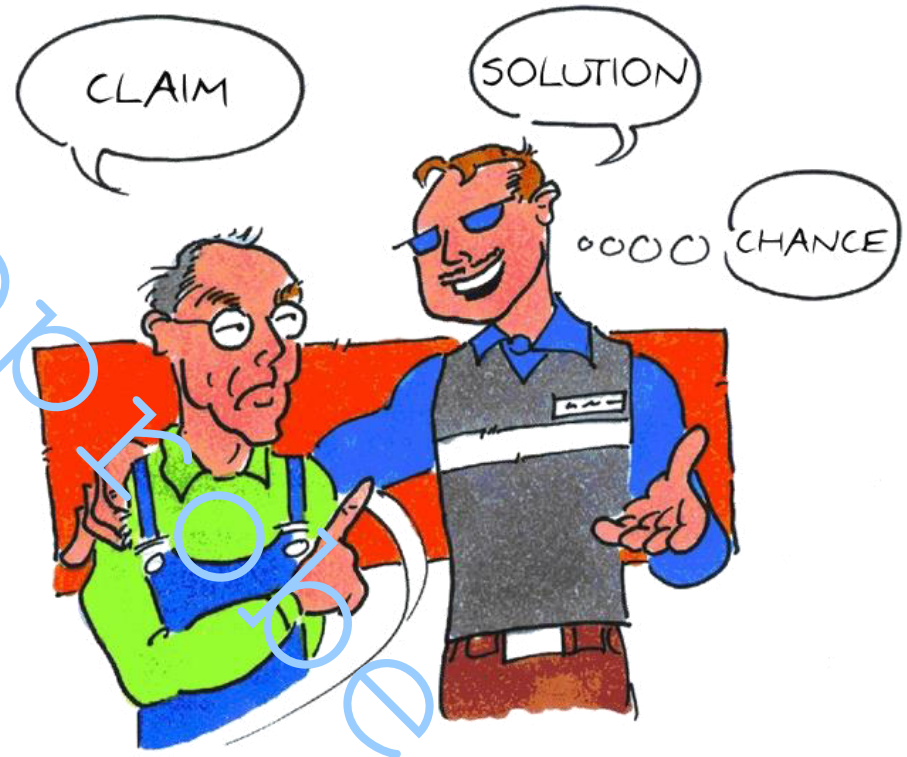
Concerning a person, a situation, or inappropriate behavior.

Necessity to act?



... for ...

- ... constructive solutions.
- ... improvements.
- ... mutually beneficial dialogue.
- ... a new offer.
- ... rethinking your attitude.
- ... improved customer relations.
- ... reaffirming the customer's decision to purchase.



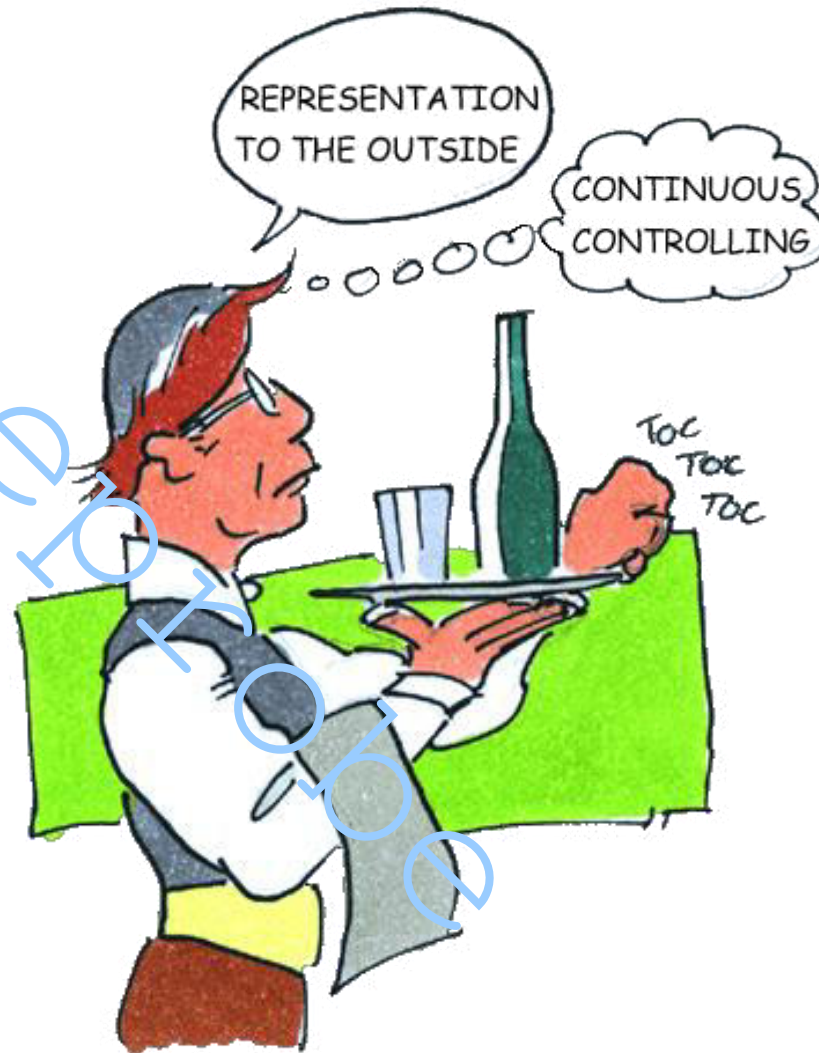
- Systematic customer analysis
- Introduction of preventative quality policy
- Establishment of guidelines and approaches for claim and complaint management
- Inclusion of a complaint management system in the quality manual





- Establishment of an information system for claims and complaints
- Involvement of all departments into the system
- Personnel coverage

- Representation to the outside
- Continuous controlling



What does quality mean?



The entire company quality must be right!



