

Some generalisations about the management of complaints

Most complaints...

1. Are not made, meaning most people with cause to complain keep grievances to themselves.

My views:

2. Are suppressed, so that those in a position to take corrective actions remain unhelpfully in the dark.

My views:

3. Have to fight their way through barriers placed deliberately in order to make it hard to complain.

My views:

4. Are viewed as negative and personal criticisms and are therefore very unwelcome.

My views:

5. Are made by people who can be turned relatively easily into loyal, cost-effective, long term customers.

My views:

6. Are a valuable source of organisational learning, specifying issues that need urgent attention.

My views:

7. Are not received or managed within a definite, planned and managed service recovery strategy.

My views:

8. Are incorrectly dismissed as the rantings of a small and unrepresentative minority of customers.

My views: