

Need help to manage, track
and close complaints consistently
to best practice?





LP ONLINE

DO YOU NEED AN EFFECTIVE LOW-COST SYSTEM TO HANDLE COMPLAINTS AND FEEDBACK?

All customer focused organisations understand the value of listening to feedback. They know that complaints in particular present rich opportunities to increase customer retention, reduce bad PR and improve the overall quality of their products, processes and services.

Establishing and maintaining effective processes to manage customer feedback and complaints is quite a task. Feedback and complaints can arrive in many forms, over the counter, over the phone, by mail, email or via a web site. Achieving consistency in process flow and outcomes, at best practice levels, and doing so cost-effectively, presents a formidable challenge.

LP Online is a feedback and complaints management system to meet the information and participation needs of both the customer and the enterprise.

Internet-based, with LP Online there is no software to install. The system is accessible to your staff no matter where they are, even to mobile workers. This decentralised access works with a centralised database, recording all interactions and applying your business rules for capturing, managing, resolving and closing each customer complaint, feedback or interaction event, consistently.

A COMPLETE RECORD, CREATED WITH EASE

No matter how the customer communication arrives - by phone, letter, email or in-person - your staff interact with screens tailored for your business to capture the essence of each issue, complaint, query or feedback. Configurable rules determine who sees your different issue types, the time-to-close, escalation pathways, and automatic messages. These rules and other features are brought into play as your staff progress each matter to resolution and closure, recording their activity at each touch-point.

FEEDBACK VIA THE INTERNET

You can also give your customers direct access to LP Online. Placing a link on your website, your customers can give you feedback, ask their questions or lodge complaints directly into LP Online, using tailored screens that mimic your site's look-and-feel.

Many customers are Internet-enabled and they will appreciate the convenience of using that medium to direct their concerns and feedback to you at a time that suits them.

Your call centre and other complaint and issue-handling costs can be reduced when you invite customer input online.



THE RETURN ON INVESTMENT FROM HANDLING COMPLAINTS CAN EXCEED 100%.

SOURCE: TARP 1986



When you choose the online customer visibility option, customers can track their issue's progress, also interacting with your staff online as their matter progresses to resolution and closure.

CONFIGURABLE SIMPLICITY

More than just an electronic template to file a complaint, LP Online is a sophisticated database and workflow management system.

It can be integrated to exchange data with your back-end customer database, or it may be used stand-alone.

LP ONLINE IS EXTENSIVELY CUSTOMISABLE

- data entry screens match your web site look-and-feel
- you choose the interaction categories you need - complaints, questions, compliments - anything!
- we work with you to select the question dialogue for each category to elicit the maximum value from the feedback event
- you choose which staff or teams see which categories of feedback
- you set the business rules about acceptable closure times for different issue types and urgencies
- you select who can write customer-visible text and formally close a customer's issue

RELIABLE CLOSURE AND LEARNING

Unlike manual processes based on paper and good intentions, issues never get lost inside LP Online. Automatic messages warn staff when matters lie untouched for too long or time is running out. Issues can be escalated to the attention of more senior staff when necessary.

Staff at any level may declare an issue resolved and ready-to-close, but only authorised staff can formally close it. You customer's agreement with the closure is captured, too.

Whilst handling each feedback event, issue or complaint well is important, finding themes, patterns and identifying root-causes for organisational learning are important as well. As issues close, LP Online enables your staff to link each with identified core themes and internal projects for later review and analysis.

With both routine reports and support for custom data extractions, your management and customer-care team will find it easy to see the current state of play and identify trends and trouble-spots.

STANDARDS CONFORMANCE

Designed with the requirements of the international complaints-handling standard ISO-10002 in mind, implementing LP Online in concert with thoughtful policies and staff empowerment takes your organisation a long way towards a standards-conforming process.

WHAT NEXT?

LP Online is an Internet-based and flexible feedback management system that can quickly and effectively replace your existing manual processes and deliver standards-conformance and high functionality at a low cost with nothing to purchase or install.

When you are ready to begin just contact the Listening Post team.

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LP ONLINE FEATURES SUMMARY

- customer self-registration or enterprise-initiated registration
- base customer data extendable to incorporate local needs
- hierarchical issue types of any depth and number
- automatic or manual initial issue routing
- advisory messages to individuals, committees or teams
- any number of work-teams of any size
- staff alerts by email or SMS, individually selectable
- issue visibility restricted by topic
- target time-to-resolve selectable by issue type and urgency
- "stalled issue" detection and alerts
- multiple levels of escalation
- activity capture at each touch-point, optionally customer-visible
- "quick text" minimises typing and ensures style consistency
- "flag" fields adapt to existing forms and practices
- optional customer auto-messaging by email or SMS
- supports staff-generated letters and faxes
- time clock uses calendar or business days
- optional anonymous feedback engagement
- flexible reporting
- web-based, enabling a fully-outsourced implementation
- interfaces in and out, batch or real-time

Download a fact sheet on LP Online from www.listeningpost.com.au

