



Want to understand the churn and word of mouth intentions of recent complainants?





LP ENDPOINT

YOU ALREADY KNOW A LOT ABOUT THE PRACTICALITIES OF COMPLAINTS-HANDLING.

- You know that when a customer complains, they want someone to listen to them respectfully and treat them fairly. You also know they want more than a “resolution”. Customers want justice.
- You know that the complaint process matters. You know that an outcome achieved from a hostile or awkward process will leave a permanent scar on your customer, even if the resolution was “satisfactory”.
- You know that customers talk. Whilst good news travels at the speed of sound, bad news always seems to travel at the speed of light, and aided by the Internet, that’s literally true these days.

Because you know these things, you have invested in complaints-handling processes that genuinely try to retrieve disaffected customer relationships and to provide organisational learning opportunities.

SO FAR SO GOOD... BUT WHAT DON'T YOU KNOW?

It’s easy to mistake closing the file as being the endpoint of the complaints process. It isn’t. There’s another step, one that is very important and valuable, but that is mostly omitted. It’s the following-up of a recent complainant after the dust has settled.

WOULDN'T IT BE INTERESTING TO KNOW?

Beyond the details of the actual complaint, there are critical intangibles involved:

- Did the complaints process work well for the customer?
- What emotions did they feel at the time?
- Do they think they received a just and fair outcome?
- Have they decided to take some or all of their future business elsewhere?
- Are they speaking positively or negatively to others about their experience?
- What suggestions do they have to improve the whole complaint experience?

Surely, most organisations would love to know all this, so why is it that most organisations don’t know? The answer is simple: the cost and process difficulty to gather that knowledge - until now, that is.



CUSTOMERS WHO COMPLAIN ABOUT SERVICE FAILURE AND ARE WELL RECOVERED BY THEIR SERVICE PROVIDERS ARE OFTEN MORE SATISFIED THAN THEY WERE BEFORE THE SERVICE FAILURE OCCURRED.

SOURCE: SMITH AND BOLTON 1998



WELL, NOW YOU CAN KNOW.

LP Endpoint enables you to know these things, and more, affordably.

LP Endpoint is a fully outsourced, technology-enabled way of engaging your recent complainants on critically important questions.

The core of LP Endpoint is a secure online questionnaire. It presents a set of carefully-phrased questions based on recent research into customers' sense of justice and how that influences future behaviour. Your customers' answers are de-identified and reported in detail and trend-summary form to you.

LP Endpoint requires no systems integration, is secure and confidential.

THE CUSTOMER EXPERIENCE

Your customers receive a personalised invitation from you to participate; this is an important and positive PR step of itself.

Whilst interacting with the LP Endpoint website your customers see your brand name and a tailored welcome message from you. It is made very clear to them, however, that the service is at arms-length from you, and confidential.

The questionnaire takes them only about 10 minutes.

It is mostly in a click-the-relevant-radio-button format, it uses simple, unambiguous language and is very user-friendly.

The wording of the questions adjusts to suit your style of business. You may optionally add your own questions to the basic questionnaire. This extends the customers' engagement time a little but can provide additional insights for you at a cost unmatched by other approaches.

SIMPLE TO USE

Getting started with LP Endpoint is easy. There are no licenses to buy and no systems integration is required.

After you make some simple set-up decisions and provide some starter materials (welcome words, logo), you can be set-up and operational in a matter of hours. In only a few days your customers will be interacting with your questionnaire online and you will be receiving reports with valuable insights.

INEXPENSIVE

LP Endpoint is extremely cost-effective with per-customer fees under \$20, including all reports. You pay only for the number of customer responses you collect and, because you decide who is invited to use the service, you remain in complete control of the investment you are making in this follow-up activity.

WHAT NEXT?

Take a look at LP Endpoint.

Visit our website for further information and to request a guest PIN to try out LP Endpoint for yourself today.

LP Endpoint is the most cost-effective way of following-up recent complainants for critically important insights into the effectiveness of your complaints process, their sense of justice received, their likelihood of defecting, and their word of mouth intent.

You can begin using LP Endpoint in a matter of a day or two.

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

E. info@listeningpost.com.au

W. www.listeningpost.com.au

P. International **+61 2 9956 3832** Australia **02 9956 3832**

F. International **+61 2 9439 2157** Australia **02 9439 2157**

Listening Post Pty Ltd, 119 Willoughby Road, Crows Nest NSW 2065 Australia

