

Listening  
Post

## CORPORATE OVERVIEW



Are customer complaints  
getting to you?



## LP OVERVIEW

### LISTENING TO CUSTOMER FEEDBACK AND COMPLAINTS MAKES GOOD BUSINESS SENSE.

Listening Post is a software and services company based in Sydney, Australia. We work with organisations of all sizes to help them optimise their results from customer feedback processes.

We offer a range of diagnostics tools, software and services to enable the effective management of customer feedback, interaction and complaints-handling.

Our range of interlinked services all relate to ISO-10002, the international standard for Complaints Handling\* (and its Australian version AS-ISO-10002 which replaces AS-4269).

[\*The full title of the standard is Quality Management - Customer Satisfaction - Guidelines for Complaints Handling in Organizations - 2004]

Listening Post is ready to assist with:

- implementing formal complaints-handling policies and processes for the first time;
- assessing performance against best-practice for existing complaints-handling processes;
- calculating the cost-effectiveness of existing processes and the business case for innovation;
- grappling with the challenge of unsolicited customer email; or
- implementing post-complaint learning and review systems.

### The Listening Post product and service range includes:

#### LP REVIEW

##### **Assess your complaints handling processes against best practice.**

Organisations use LP Review, as a 'do it yourself' diagnostic tool, to assess their complaints-handling processes against current international best practice. LP Review provides an easy yet comprehensive way to check existing complaints-handling processes and discover how they measure-up against the requirements of the AS-ISO-10002 standard.

LP Review probes all the essential elements of the standard, producing an instant conformance report highlighting strengths and weaknesses.

Unique to Listening Post and extensively field-tested, clients tell us that LP Review is a helpful, low-cost, high-yield investment in customer focus.



*THE TEAM AT LISTENING POST  
WILL DO THEIR BEST TO MAKE YOU ONE  
OF THE WORLD'S BEST LISTENERS.*

#### **LP COMPLAINT VALUE ANALYSIS (CVA)**

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##### **Justify your investment in complaints-handling.**

This financial analysis tool builds your business case for excellence in complaints-handling.

An LP CVA study:

- identifies the cost of your existing complaints and feedback processes;
- models the at-risk revenue from negative customer experiences;
- models the revenue effect of changing your complaints processes and the costs of doing so.

By also looking at the sensitivity of the many variables involved, an LP CVA study enables you to see where changes in process will affect customer retention and your bottom line, giving you the basis for rational decision-making about investment in complaints process change.

#### **LP ONLINE**

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##### **Manage, track and close complaints consistently to best practice.**

LP Online is a technology solution for complaints and other feedback engagement. Using configurable business rules it captures, routes, escalates and manages customer

feedback received via all channels. The system can be implemented either as a back-office system only with no direct customer accessibility, or with customer access for direct issue lodgement, tracking and process transparency.

LP Online is web-based and suitable for small or large organisations, whether centralised or widely distributed. Designed with the AS-ISO-10002 standard in mind, an LP Online implementation in concert with thoughtful policies helps ensure conformance.

#### **LP ENDPOINT**

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##### **Understand the churn and word of mouth intentions of recent complainants.**

LP Endpoint is a fully-outsourced, technology-enabled way of engaging and learning from the critical intangibles associated with recently-closed complaints. Using standard research-based questions augmented by questions you choose, this tool captures information anonymously and feeds back to you how your customers feel about their complaint experience - their views of justice received, the emotions involved, your process clarity and their present word-of-mouth and re-purchase or churn intent.

For reasons of cost or difficulty, most organisations do not presently follow-up complainants in this way, despite it being recommended best practice. The unique LP Endpoint process now makes doing so simple and affordable for organisations of all sizes.

#### **LP RITA**

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##### **Reduce the hassle of customer email handling.**

This artificial intelligence-powered service is designed to alleviate the problem that many organisations have with handling the ever-growing volume of incoming customer email. LP RITA is trained specifically for your organisation to read and understand your customers' email and then direct the email to the right person or mailbox depending upon its content.

LP RITA delivers high routing accuracy right from the start and, also learning as it goes, continually adapts to new words and any decision errors.

### LP CONSULTING

#### Become a better listener.

The LP team is proud of its expertise in customer voice, complaints-handling processes, churn research and complaints standards. We are uniquely placed to provide best-practice advice on policy and process change, either in concert with, or independently of, other LP service offers. We undertake paid consulting work upon request and, of course, when it is required to ensure that LP products are correctly installed and optimally utilised.

### WORKING TOGETHER

Listening Post recognises that although many customer service themes are common across industries and sectors, each client is different. Organisations, like people, have individual needs and the market sector they operate within will have its own special imperatives and business drivers.

Depending upon the complexity of the challenge you engage us to work on, the details of the way we plan and execute the engagement will vary. What remains constant, however, is our commitment to client satisfaction. In keeping with the spirit of Listening Post's concepts, we always want to know how we've performed for you. Our contracts have a 10% withheld component that is paid only upon your satisfaction with the project.

Our major projects begin with a Project Charter. This document details the works to be performed, the methodologies we will use and the timeframes anticipated. Our initial meeting with you allows us to tailor a draft Project Charter to meet your specific needs.

Some of our products don't require a Project Charter and can simply be purchased online via our web site whilst some others are delivered as part of our consulting services.

Listening Post works with organisations across a diverse range of industries, including health and aged care, insurance, financial services, tertiary education and more.

### 10 USEFUL CUSTOMER FEEDBACK FACTS

1. The main driver of high levels of customer retention is a well-documented complaints management process.
2. Up to two-thirds of dissatisfied customers do not complain.
3. Customers are much more likely to complain if the product or service is expensive or important.
4. In the case of banks, most customers are dissatisfied, but only 11% complain.
5. On average twice as many people are told about a bad experience than they are about a good experience.
6. Only 20% to 35% of dissatisfied customers tell their service providers about their most dissatisfying experience.
7. Fast complaint resolution results in higher levels of customer loyalty than slow complaint resolution.
8. The average customer with a problem will tell between 8 and 10 people about it.
9. Customers who complain are looking for justice.
10. The return on investment from handling complaints will exceed 100%.

To see more information on these facts please visit [www.listeningpost.com.au](http://www.listeningpost.com.au)



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

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