

การจัดการข้อร้องเรียนเพื่อความพอใจของผู้ใช้บริการ

สถาบันวิทยบริการ จุฬาลงกรณ์มหาวิทยาลัย



โดย

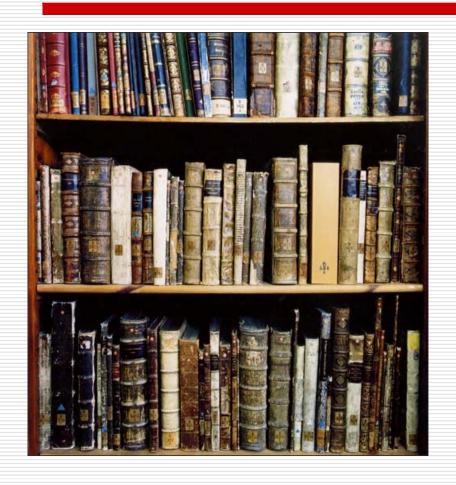
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ภาควิชาการตลาด คณะพาณิชยศาสตร์และการบัญชี

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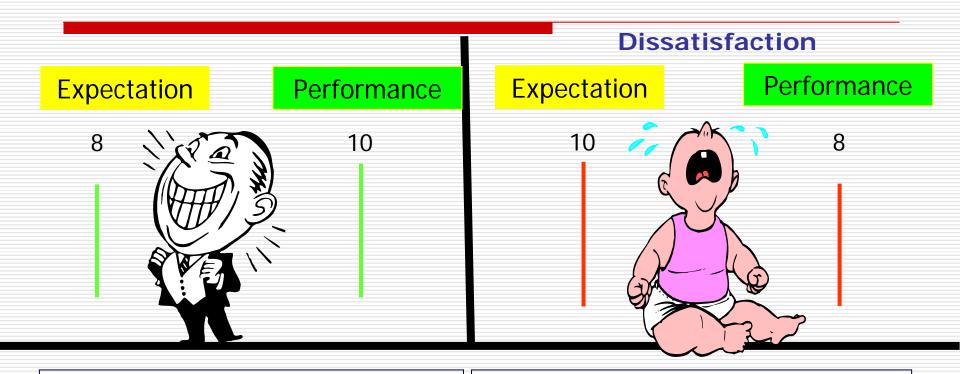
What is Complaints?



A complaint is any expression of dissatisfaction with us and/or our services

Complaint # Request

Satisfaction vs. Dissatisfaction



If performance is **higher** than expectations, satisfaction is **high**.

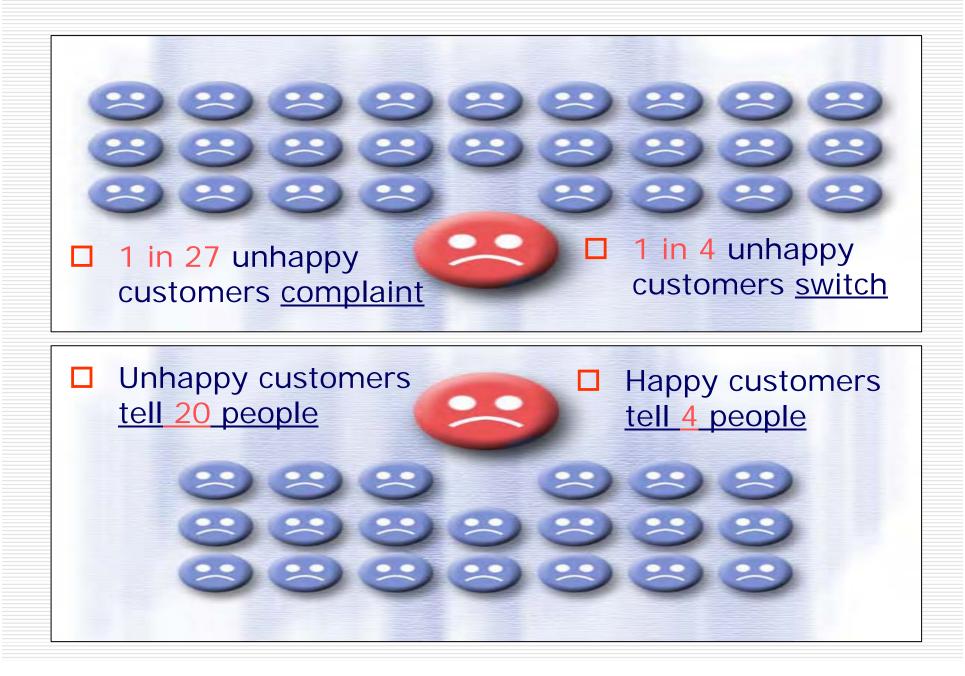
If performance is **lower** than expectations, satisfaction is **low** (or dissatisfaction).

Service Gaps Analysis

- Knowledge Gap
- Standard Gap
- Service Delivery Gap



The Quest for Customer Satisfaction





Ex: Type of Complaints

- 1. General Complaints
 - Policy/Procedure
 - Quality of Services
 - Behavior of Staffs
- 2. Complaints with External Reporting Requirements
- 3. Anonymous Complaints



Complaints:



A Critical Form of Communication

Complaints are a goldmine of information



Complaints offer us an opportunity to correct immediate problems.

Why is Complaints Handling Important?



- Generate Loyalty, Goodwill and Word-of-Mouth
- Careful complaint management can save unwanted costs.



Management's Role



in Complaints Management System

- Demonstrate a committment to complaints management
- Management's responsibility begins with the preparation of written policies and procedures for speedy and fair complaint resolution.

Top-level commitment to effective complaint management establishes the **motive** and **incentives** for all personnel to strive for consumer satisfaction.



Complaint-recovery Process

- receive complaints,
- process them,
 and
- communicate back to the customer.



Resolution at the First Point of Contact





- Empower Front Line Staffs
- Resolving complaints at this level avoids unnecessary consumer frustration and preserves the relationship

Basic Steps for Effective Complaint Management



- 1. Designate a Location to Receive Complaints
- 2. Develop a System for Record-keeping
- 3. Process and Record Complaints
- 4. Acknowledge Complaint
- 5. Investigate and Analyze the Complaint
- Resolve the Problem in a Manner Consistent with Company Policy
- 7. Follow-Up
- 8. File, and Periodically Analyze a Complaint Report



Tips for Management

- The commitment and continuing involvement of management is critical to successful complaint resolution
- The optimum use of complaints as a management tool.





Tips for Management



- Make it easy for your customers to complain ...and your customers will make it easy for you to improve.!!
- Respond to complaints quickly and courteously with common sense and you will improve customer loyalty.



Tips for Management



- There is no single formula that will provide universal relief for dissatisfied consumers
- Complaint management systems vary widely depending on the nature of the product or service

How does your organization measure up?



- How does your organization track and analyze complaints?
- How does your organization use information about complaints to fix easy problems fast?
- How does your organization use information about complaints to identify and address underlying problems?
- What has your office done to makes sure it listens to the voice of the customer?
- How do the leaders in your organization view complaints?
- How does your organization make it easy for customers to complain?
- What does your organization do to make it easy for employees to solve problems?
- How is customer service incorporated in your organization's vision, plans and actions?
- How do you get complaint information to the CEO or top management?
- How does your organization measure customer satisfaction for your overall service?

