

IMPROVEMENT
& AVOIDANCE



FEEDBACK & COMPLAINT MANAGEMENT

Listening to Your Customers

Whether the traditional way by mail, on the telephone or using an app-based survey – feedback from your customers is a valuable source of information and an excellent opportunity to inspire customers by providing good service. Our team offers you customized solutions that allow you to utilize these opportunities consistently and to achieve significant potential cost savings.

Are you familiar with this kind of situation? It starts with a minor issue – a mistake made by the employee who served you, or a product you were not quite satisfied with. Both, however, can be extremely annoying. The company ultimately loses at least one customer – perhaps more, if you tell your friends about your experience. The bottom line is this: professional customer feedback management results in customer loyalty. Numerous studies show that customer loyalty significantly increases if complaints are taken seriously and dealt with quickly and politely. Customers also want to know that they are being heard when they offer positive feedback. Their feedback offers you the chance to identify optimization potential along your entire process chain, and to steadily develop these in line with a continuous optimization process, thereby substantially reducing your costs.

We offer the full range of services related to customer feedback management, either as a full-service solution or as a modular system – tailored precisely to your needs, in any desired language and using any communication channel you choose. Customer concerns will be processed and analyzed according to the guidelines you specify. ↘

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- ◎ Customers want to voice their opinions – and we provide the communication channels they need to do so
- ◎ Our service experts ensure that customer concerns are dealt with professionally and are resolved
- ◎ Our constant analysis and evaluation of concerns helps us optimize overall processes, thereby reducing the number of service calls
- ◎ Whether full-service or selected service elements – we offer customized solutions for satisfied end customers

Managing Customer Feedback for Eurowings

Over the phone, via email or in letters, arvato processes written customer inquiries related to baggage handling at Eurowings. Our employees underwent intensive preparation before undertaking this task. They took part in extensive training in order to learn the expert knowledge and the communicative skills required for them to process the feedback in a solution-oriented and conclusive manner. This results in the satisfaction of the end customer as well as of Eurowings. The inquiries are often complex and to help with answering them, employees can consult an internal knowledge management tool that is centrally managed and updated by us. The customer feedback tool, called "Wings," was developed and implemented by arvato and is tailored to the requirements of Eurowings. As well as processing and archiving inquiries, it also allows customer service staff to send emails and letters. A convenient feature is the customer history, which makes the customer feedback lifecycle accessible to the customer service representative. This further improves the responses to inquiries. An integrated interface makes it possible to make direct compensation payments to the customer. A variety of reporting functions provide information about the type of damages, the input and output channel, the payment amount as well as a detailed report relating to any relevant KPIs. Additionally, a process analysis carried out by arvato resulted in process simplifications and faster turnaround times. There was also a significant rise in the completion rate for first contacts. Regular quality checks and consistently high levels of service go to show that commissioning arvato with this task has led to a sustained improvement in satisfaction on all sides.

Managing Feedback for a Direct Bank

A major German direct bank has selected us to provide second-level support. We process inquiries and complaints involving payment transactions, financial investments, securities transactions, credit cards and marketing campaigns. This is undertaken using an IT system that allows our staff to enter complaints received by telephone and to record written communications in digitized form. Here, too, we employ individuals who have the necessary background. They include, for example, trained banking professionals who have also completed our comprehensive course of front- and back-office training as well as training provided by the client. They handle two to three thousand complaints each month, 95 percent of which are resolved within 24 hours. To ensure quality, regular inspections are conducted by our quality assurance team and by the client.

Customer Benefits

A centralized system of customer feedback management ensures that customer concerns are dealt with quickly using a standardized, solution-oriented approach. It establishes mandatory levels of service and a high degree of transparency regarding inquiries. Analyzing and evaluating customer feedback uncovers avoidable cost drivers and continuously delivers potential improvements for company processes, offers and products. At the same time, this ongoing optimization cycle also reduces the overall volume of service calls. The result for your end customers: a positive customer experience thanks to reduced processing times and an increased solution quota for first-time contacts. Less unwanted interaction with the service center increases the customer's enthusiasm for the product and improves levels of customer satisfaction and loyalty.

OUR EXPERTISE, YOUR BENEFITS

- ◎ Standardized and solution-oriented processing
- ◎ Short processing times and reliable service levels
- ◎ Ongoing analysis of improvement potential for overall processes
- ◎ Reduction of service calls
- ◎ Increased customer loyalty
- ◎ Extensive expertise developed on projects for numerous DAX-listed companies

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.

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