

# Multichannel Customer Feedback

Dare to encourage your customers to complain



**E**nterprise feedback management solutions help companies make sense of fractured feedback data so they can deliver high quality service consistently across customer touch-points.

## Turning on the channel can mean more noise

Today's consumer organizations span a diverse range, from those who are completely ignorant of the changing dynamics in customer interactivity to those who are planning or have launched strategic business and technology programs to embrace, rather than ignore or resist, the multichannel customer reality. Whether or not you've turned on a bunch of customer feedback channels, your customers are talking, and organizations who've learned how to listen are reaping the benefits.

We all have plenty of examples at hand of organizations who are difficult or impossible to reach, and who, when you do, have no idea who you are. Eventually we just give up, and never deliver feedback, whether positive or negative. An increasing number of organizations are opening up new customer interaction channels, offering a menu of options for customer interactivity. Done right, customer service programs—broadly speaking, customer *feedback* programs—should consist of a plethora of interaction options, ranging from self-service mechanisms to direct interaction channels including email, chat, telephone, text, and even social networking media such as Facebook and Twitter.

But organizations who've embraced customers' multichannel expectations in a wired world often find they have a raft of new problems to deal with, including making sense of a fractured set of mostly unstructured customer feedback and delivering a consistent experience across all these channels in response to the feedback.

## Complaining customers are more loyal. So encourage them to complain!

So, why open yourself up to all this noise? For some organizations in the finance, healthcare,

government, and other sectors, regulatory requirements oblige them to collect and report on customer feedback. Others see it as an important step on the road to delivering a "superior" customer experience—after all, isn't that the ticket to success? But there's a strange truth at the heart of complaining customers that threatens to bust open commonly held beliefs about the value of opening up these channels to begin with.

It's been found by TARP, the most widely quoted research group focusing on complaining customers, that complaining customers, rather than being an organization's biggest liability, are among the organization's most loyal customers. Customers who complain about their dissatisfactions are more likely to repurchase, even if their complaint is not handled satisfactorily. Customers who do not complain—the ones many organizations consider happy—are the least loyal customers.

They found that if the problem is resolved successfully, customers will tell five others, whereas if customers receive good service initially they will only tell three others. This is probably the strangest set of statistics generated in a world of complaining customer research! A company actually has a chance of increasing positive word-of-mouth advertising if it encourages dissatisfied customers to complain.

## Customer feedback: Use it or it will use you

A multichannel customer feedback strategy doesn't simply mean customers can interact with you in lots of new ways. That is, if your customers are on Twitter talking to you, they're also on Twitter talking *about* you.

Pinpointing persistent customer feedback patterns across channels, drilling down to root causes, and effecting change organization-wide is the real secret sauce for the multichannel organization. Enterprise complaint and feedback management solutions make it possible to aggregate and analyze a vast array of customer feedback data from

multiple channels. It provides the infrastructure to make the delivery of a superior customer experience across these varied channels possible. Complaint and feedback software gives frontline employees the tools to capture customer feedback systematically, regardless of channel, ensuring appropriate escalation paths are set out. Customers are appropriately engaged across channels, and the company gathers the information it needs to drive process and business improvements.

## The Feedback Success Formula:

**1. Encourage your customers to complain. 2. Fix their problems. 3. Repeat.**

Organizations who embrace the strange truth of complaining customers are well on the way to reaping the rewards. Opening up feedback channels is a solid first step, but you need software to empower frontline employees to collect feedback and act on it consistently across the company, and you need tools to aggregate feedback, analyze it, and effect continuous change within the organization. Then you need to encourage—yes, encourage!—your customers to complain, however they like. Because your dissatisfied customers are, in the end, your biggest assets. ■

## About CDC Respond

CDC Respond solutions from CDC Software are recognized as market-leading enterprise complaint and feedback management software. The CDC Respond suite enables organizations to improve the customer experience by extending customer service capabilities to front-line staff, while providing extensive management information to drive change and improve business practices. CDC Respond is proven to deliver cost reductions and improve customer satisfaction and profitability.

More information on CDC Respond can be found at [www.cdcrepond.com](http://www.cdcrepond.com)