



Aptean Respond

How to Reduce Your Customer Complaints

(With Stories from Companies Who've Already Done It)



Imagine you arrive home from work to find water dripping through your kitchen ceiling.

How do you respond? Your first instinct is probably to grab a mop and clean up the mess.

Now imagine the ceiling keeps dripping, day after day.

Are you going to keep mopping the mess up, hoping the problem will solve itself? Or will you investigate what's causing the drip before the ceiling caves in?

When it comes to customer complaints, most companies opt for the mop – even if they're using complaints handling software to manage the process.

In this eBook, we're going to look at how your business can **get more value from complaints handling software** by using the data it generates to **reduce customer grievances**.

We're also going to **share success stories from financial services companies** who've already cut back their complaints.





Adopting a Proactive Approach to Complaints Management

Customer feedback is an incredibly valuable source of business intelligence.

While the complaints system helps you resolve individual complaints, if you're only focusing on the clean-up operation, you aren't tackling the root cause.

With a platform like Aptean Respond, your company can analyse complaints data to nip problems in the bud before they escalate into regulator referrals or expensive remediation exercises.

You can also gain an advantage by **identifying and correcting product, process and service issues**, to offer a better customer experience than your competitors.

Taking a proactive approach to complaints management can deliver operational, financial and customer satisfaction improvements—but don't just take our word for it. Here are three companies that have used complaints management software to tackle problems at the source.

UK Commercial Bank: Closing More Complaints at First Point of Contact

Problem:

- › A leading UK commercial bank providing financial services products wanted to reduce the cost of complaints management while improving its customer experience.

Solution:

- › The bank introduced Aptean Respond, using the software's management information (MI) capabilities to influence complaint handler behaviour.
- › By giving teams access to historical data, customer service personnel can review similar cases and decide the best course of action, rather than escalating complaints. This has enabled the bank to close more complaints at the first point of contact, making the process more cost-efficient.

Results:



35%

increase in first point of contact resolutions



75%

reduction in the number of live cases per handler



9-day

reduction in average resolution times



100%

of complaints now resolved within eight weeks



MotoNovo Finance: Reducing FOS Referrals

Problem:

- › As one of the UK's largest lenders of used car finance, MotoNovo Finance manages more than 500,000 customers.
- › Complaint resolution is a pivotal part of MotoNovo's service, but its system for managing customer feedback was fragmented, with multiple parts of the business handling different complaints.
- › This fragmentation meant 10% of MotoNovo's customer complaints were referred to the Financial Ombudsman Service (FOS), with 45-80% upheld.

Solution:

- › MotoNovo centralised its complaints handling process using Aptean Respond, standardising procedures and putting workflows in place to trigger the most appropriate course of action for each customer complaint.
- › While centralising complaints increased the overall number of cases being processed, it reduced the company's volume of FOS referrals.

Results:



26%

of complaints get resolved at the first point of contact




80%

reduction in FOS referrals (from 10% down to just 2%)



1%

of complaints not resolved within 56-day timeframe
reduced (down from 26%)



“The quality and quantity of management information **keeps us one step ahead** when it comes to identifying any looming issues.”

Maria Vidler, former Group Head of Complaints, MotoNovo Finance

Read MotoNovo's Story in Full 

RSA: Better Customer Outcomes in Less Time

Problem:

RSA Insurance is one of the world's longest-standing general insurers, protecting individuals, families, small businesses and large corporations.

The company wanted to improve its management of inbound complaints, as management personnel were wasting a lot of time running reports and generating charts.

Solution:

Investing in Aptean Respond enabled RSA to become more data driven – for example, monitoring case handling behaviour and adding or changing data capture fields to collect better management information.

The company uses Aptean Respond to analyse the correlation between claim types and outcomes, and our analysis and reporting tools have removed the burden of sharing performance data.

Results:




Saved **3,700 hours per year** in the company's call centres



Saved **1,560 hours** of complaint management time – equivalent to
30 hours per week



Significant improvements in **customer service quality** as staff are
documenting case information in one place



“RSA recognises that **being reactive to what customers want and need is the **only real way to secure long-term customer loyalty.**”**

Simon Collins, Complaints System, MI & Performance Analyst, RSA

Read RSA's Story in Full





How Can Aptean Respond Help Your Company Reduce Customer Complaints

When you work in a highly regulated sector, you need specialist tools to manage your customer experiences.

Aptean Respond is an all-in-one complaints handling, compliance and process improvement platform for financial services firms.

Our software creates an accurate, easy-to-access central repository for all your complaints data, so you can:

- › Categorise each complaint by root cause to identify why your customers are unhappy
- › Visualise data in real-time using Respond's dynamic dashboard
- › Instantly pull case information to share with colleagues via one click reporting

Even more powerfully, you can use the data Aptean Respond generates to:

- › Identify quick fixes that reduce your complaints volumes—for example, changing unclear policy wording
- › Eliminate the human errors and inefficiencies that lead to customer complaints
- › Quality assess your case handlers to pinpoint people struggling to resolve cases quickly and appropriately, so you can offer them further training and support
- › Steer your remedial action programmes to reduce the burden of complex complaints



More Useful Resources to Reduce Your Customer Complaints

Unlocking the Value of Your Complaints Data



Read the Blog in Full



How to Lower Your Risk of Regulatory Intervention



Read the Playbook in Full





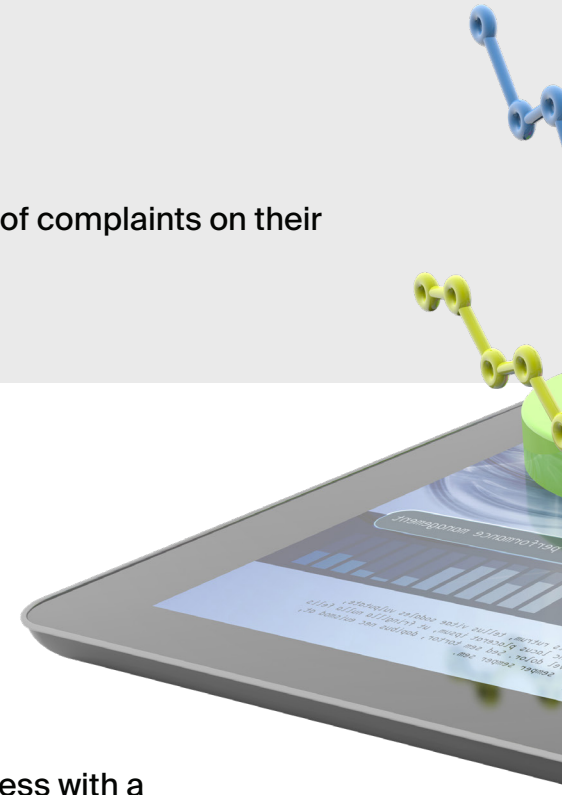
Turn Your Complaints Data into a Competitive Advantage

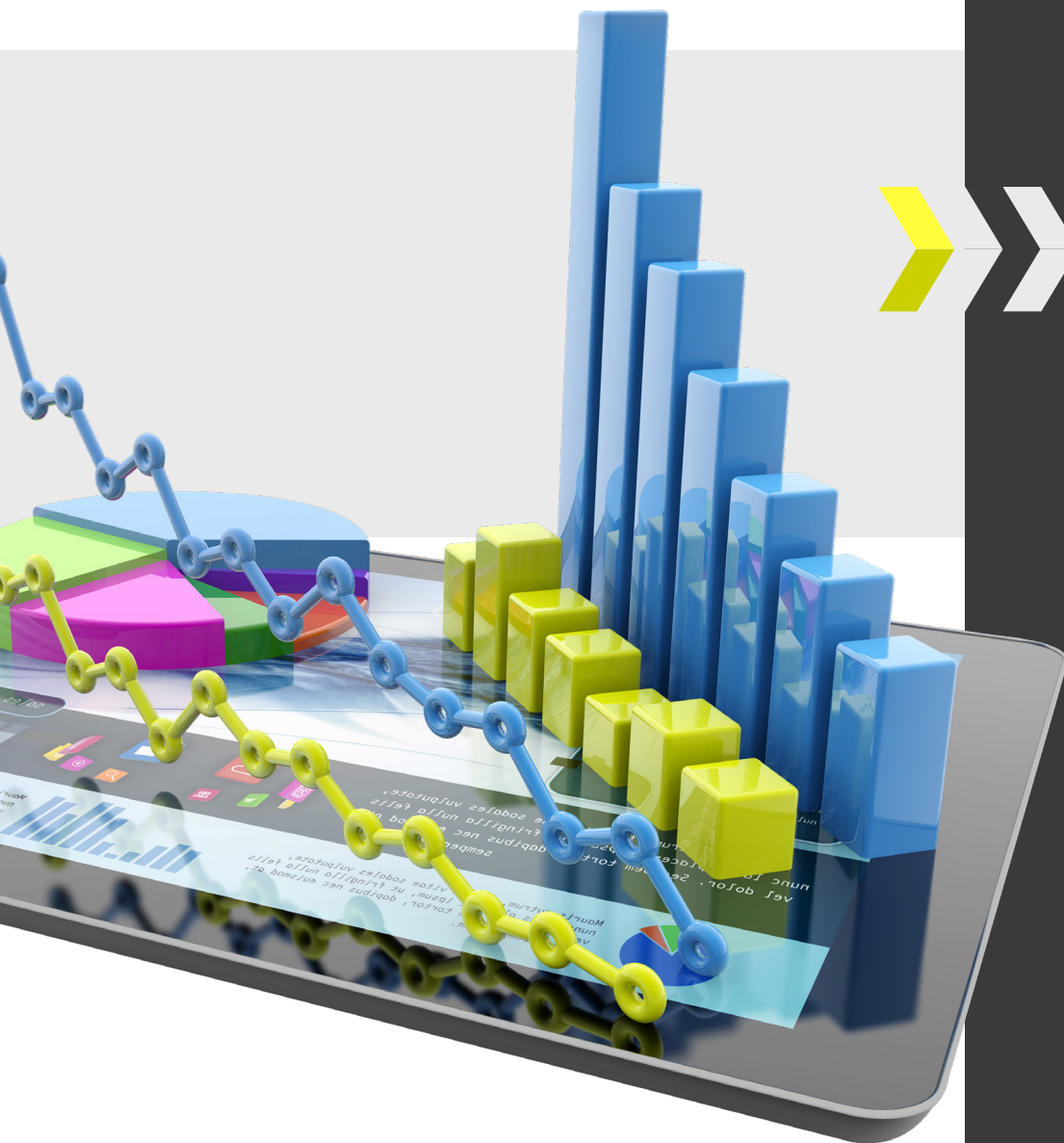
Most companies focus on customer service efficiency without addressing the time, expense and disruption of complaints on their business. It's like continuing to mop up water without looking for the source of the leak.

Getting to the root cause of customers' problems will enable you to take long-lasting action, so you're spending less time firefighting complaints than your competitors.

Proactive action is your best complaints management strategy, and Apteian Respond can provide your business with a golden truth from which to make proactive decisions about your complaints handling procedures and other business areas.

Our software captures and analyses customer data to help you take strategic action, reducing your risk of regulatory referral while offering your customers even better-quality service.





See How Aptean Respond Can Improve Your Complaints Handling



See how Respond works, book a demo



Start exploring Aptean Respond today



Download Respond Datasheet

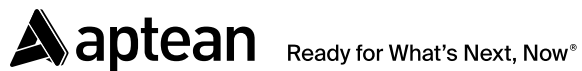




Are You Ready to Learn More?

Discover how Aptean Respond can cut the cost and stress of managing customer complaints and reduce your risk of regulatory intervention.

Contact us at info@aptean.com or visit www.aptean.com.



Aptean is one of the world's leading providers of purpose-built, industry-specific software that helps manufacturers and distributors effectively run and grow their businesses. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes to be Ready for What's Next, Now®. Aptean is headquartered in Alpharetta, Georgia and has offices in North America, Europe and Asia-Pacific.

To learn more about Aptean and the markets we serve, visit www.aptean.com.