Complaints Are Opportunity for Improving

A recent article in The Salt Lake Tribune emphasized how important it is for customers to complain. According to Rhonda Abrams, a small business writer for USA Today, "Customer complaints can be a valuable resource for improving your company’s performance." She explains that most organizations haven’t given much thought to how to solicit and deal with customer feedback. She encourages development of a customer feedback strategy that incorporates some or all of the following principles:

1. Apologize. Saying "we’re sorry" is an important first step in letting customers know you care when they have a problem.
2. Don’t use the excuse, "it’s company policy." No phrase is more dismissive to customers than to be told they won’t be treated as individuals.
3. Recognize a complaint for what it is: an opportunity and not a confrontation. Less than half of all customers with problems will tell you, so take advantage of the opportunity.
4. Encourage feedback. Make it easy for customers to let you know how they feel. Many organizations now give customers cards to rate their service and make comments.
5. Don’t mislead and don’t overpromise. Many organizations get in trouble because they use misleading or confusing advertising in a quest to attract customers.
6. Don’t blame the customer, i.e., "you ordered the wrong thing" or "you didn’t follow the directions." When you blame customers, they see it as a personal attack.
7. Give front-line employees authority to solve the problem. Making the customer follow bureaucratic policies seldom provides timely solutions.

Thanks again for volunteering to help!

And the winner is . . . Terry Shaw. Members of the Purchasing Department award Terry Shaw from the Ticket Office, her prize for guessing the correct number of transactions made with the WSU "P" Card over the last fiscal year. The answer is 6,736 transactions – which totalled approximately $867,000 in purchases. This activity was in connection with the Administrative Services Back-to-School Celebration.

CHECK OUT THESE NEW ITEMS ON THE WWW

- View the recently approved Three Year Strategic Plan for Administrative Services at http://catsis.weber.edu/ADMSTRS
- Submit your Electronic Requests for Services on line at http://catsis.weber.edu/ers/
- View pictures from the Administrative Services Back-to-School Celebration and Summer Social at http://catsis.weber.edu/ADMSTRS