



# Complaint Management Excellence: Creating Customer Loyalty through Service Recovery

*Sarah Cook*

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## **Complaint Management Excellence: Creating Customer Loyalty through Service Recovery Sarah Cook**

Across the global economy, customers' expectations are continually rising - but many companies fail to deliver against those expectations. With the rise in social media, customers are becoming more vocal in expressing any dissatisfaction, which can both lose existing customers and alienate potential new ones. Complaint Management Excellence provides practical advice, tools and techniques for managers to adopt when managing any complaints that come into their organisation. In order to arrive at a culture where complaints are welcomed, the underlying values, processes, structure, strategy and people within an organisation all need to be aligned with, and respect, customer needs. Not only does this improve the long-term prospects for the company itself, but can have a tremendous knock-on effect in terms of boosting employee morale and engagement. With case studies from companies as diverse as John Lewis, Waitrose, DHL, Hilton Hotels, the Starwood group (including Four Seasons and Ritz Carlton hotels) and BT, Complaint Management Excellence explains what customers are really looking for when they make a complaint, how to avoid conflict and how managers can lead culture change to ensure the best experience for all customers and clients.

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