



complaints are important

Why are complaints important?

Good complaints handling can improve your bottom line. On the other hand, bad complaints handling can damage your business and reputation.

Did you know...

- Complaints let you know if there is a problem with your goods, services or people
- Good complaints processes can help businesses build their brand and improve their services (Sourdin, 2012)
- Badly handled complaints can cost time and money
- Poor complaint handling can mean that you end up in court or a tribunal