

## Turning complaints into opportunities

When an organisation deals with a complaint, it is already under intense scrutiny; its actions and performance need to reflect well on its reputation and brand

The last thing an organisation needs is an ad-hoc complaints process, relying on manual interventions to ensure that both customer and regulatory expectations are met. Even the best run advisory firms may get customer complaints, especially in a world of unstable financial returns. Managing these complaints swiftly and effectively can be the difference between serious brand damage that impairs the business or brand enhancement with increased customer loyalty, referrals and goodwill.

### Top Complaint issues identified by the regulator:

-  Undocumented and unclear complaint handling process
-  Failure to meet service level targets and regulatory deadlines
-  Inconsistent application of policy and processes
-  Lack of senior management engagement and escalation
-  Poorly conceived procedures and controls
-  Inadequate management information and reporting
-  No centralised access to files and information
-  Poor auditability of records and activity

Insight Complaints allows an organisation to configure simple, effective processes which utilise workflow, task management and electronic record keeping to support complaints handling. Efficiency is improved driving costs down, whilst service levels are standardised and assured. Automation and electronic records allow for consistent processes and better awareness of issues and trends at a management level.

Integration with the Insight TC, risk management and case checking modules delivers real business benefit, allowing your Insight complaint records to input directly and automatically into both your organisation's risk model and new business quality checking protocols.

### Key Features

- Centralised complaint logging and recording
- Consistent processing through configurable workflows
- Task and target date management
- Automated reminders – tasks and activities
- Recording of all actions and audit trails
- Automated duplicate checking
- Compensation payment record
- Process handling of referrals to the Financial Ombudsmen
- Managing service level agreements
- Integrated with Insight Adviser and Firm records
- Link complaints to advisers, firms or cases
- Dashboards allowing analysis, highlighting issues and trends

### Key Benefits

- Reduce and manage the cost of the complaints process
- Ensure complaints are dealt with quickly, avoiding regulatory breach and minimising brand damage
- Demonstrate an FCA compliant handling process providing relevant data quickly and effectively
- Open database supports in house MI production
- Resolved complaints kept for reference
- Ensures regulatory processing rules are not breached