

Complaints Management

Unlock the value of complaints and build trust

salesforce



Changes to ASIC RG165: What it means for you

In 2020, changes to ASIC RG165 will expand the responsibilities of financial services organisations in how they both identify and resolve customer disputes. Key changes include:

- Broadening the definition of a complaint to include 'expressions of dissatisfaction to or about' an organisation
- Recognising social platforms as an avenue to raise a complaint
- Reducing timeframes for dispute resolution
- Enforce data capture requirements and retention of all complaints
- Analyse data to identify systemic issues and appropriate escalation

The importance of feedback

Faced with a crisis of trust, and increasing regulatory obligations, it's more important now than ever before for financial institutions to engage effectively in the moments where trust risks being damaged or broken. However, identifying, capturing and using these moments to deliver customer value are a challenge for all financial services firms. Last year alone, of the 3.2 million Australian customers that considered making a complaint about a financial services firm, only 1.2 million proceeded to do so.¹ Nearly 50% of the dissatisfied customers who decided not to proceed felt that it wouldn't make a difference.² To build trust with customers, it's crucial that both technology and culture change to ensure feedback is not only heard and actioned, but used to improve the customer experience.

Institutions need to engage in a two way conversation with customers. They must provide channels that are easy for customers to provide feedback through and ensure customer service staff have access to the tools, processes and information needed to manage complaints in a way that finds outcomes which satisfy its customers.

Capturing feedback data is crucial for organisations to proactively identify service issues, drive product innovation and ultimately deliver better services to customers.

How do we encourage and capture customer feedback?

The days of the digital complaint form being the only channel are over. Savvy customers have moved to social media to vent their frustrations - driven by the knowledge that if an issue is publicly raised organisations are more likely to take action. Under the new legislation, financial institutions need to formalise the complaints process on social media and recognise their customers are using social platforms in this way. Through leveraging AI capabilities such as Natural Language Processing to understand what comments are likely to indicate dissatisfaction, they can take action immediately to resolve the issue. At every interaction, on every channel, whether it's in branch, on Twitter or via a chatbot, organisations need to give their customers the opportunity to have their voice heard.

Building trust through the complaints process

Trust plays a fundamental role in the financial services industry. The inherent personal nature of the products and services provided and its potential breadth of impact on the lives of its' customers makes trust core to the customer relationship. Research found 32% of customers said trust in the financial services industry has deteriorated in the last 12 months. Further to this, one of the key drivers of trust is the belief that customers' interests were being put first.³

Once the complaint is captured, how its dealt with will determine if the customer's loyalty is improved or if they churn. Historically, in the financial services industry, there has been a lack of priority given to complaints resulting in slow response times. Dissatisfied customers with negative experiences will impact on the organisation in the long run. The end-to-end experience from first point of contact through to resolution should include real-time tracking of the status of the complaint and 360 degree visibility of all customer touch points to resolve the complaint seamlessly, with speed and accuracy. Regardless of the channel the complaint was raised through.

In the current environment, regulatory compliance is front of mind for all financial institutions. We believe that compliance and customer centricity are not mutually exclusive concepts - but rather serve to strengthen each other and are equally important in delivering success for both the customer and the organisation. To deliver on both fronts, financial services will need to invest in platforms like Salesforce that can innovate beyond the pace of evolving customer expectations and regulatory change.

Compliance and CX together

Reimagine complaints management on Salesforce



IDENTIFY AND ENGAGE

- Engage with all channels including social, bots, live chat, email and SMS
- Listen on social platforms to identify and capture dissatisfaction
- Use Natural Language Processing to identify customer sentiment
- Capture all complaints regardless of channel for audit purposes
- Orchestrate customer engagement across all channels in real-time
- Send customers on personalised digital dispute resolution journeys

KNOW AND SERVICE

- Leverage AI to understand which complaints are likely to escalate and the next best action
- Workflow automation to allocate complaints to the right agent
- Empower Service Agents with a full 360 view of the customer
- Guide Service Agents through guided complaint processes to ensure correct data capture and actions
- Surface relevant knowledge articles to Service Agents
- SLA tracking and escalation to ensure resolution within required timeframes

RESOLVE FAST AND BUILD TRUST

- Automate manual processes to drive productivity and speed to closure
- Integrate with core systems including existing complaints management platforms
- Collaborate on platform
- Capture all complaint engagements for audit
- Provide live status updates to your customer for transparency
- Capture customer feedback throughout the dispute resolution process to ensure a satisfactory outcome

EXPLORE, LEARN AND TAKE ACTION

- Uncover dispute insights using out-of-the-box analytics and AI models
- Recognise consistent themes, determine impacted customers and engage immediately
- Build proactive AI models without code and deploy with speed to your Service Agents
- Identify areas for re-skilling and provide service agents with guided learning paths

Get in touch with the Salesforce team to find out more about how you can prepare for RG165 and build trust through the complaints process.



¹Report 603: The consumer journey through the Internal Dispute Resolution process of financial service providers', ASIC, 2018

²Report 603: The consumer journey through the Internal Dispute Resolution process of financial service providers', ASIC, 2018

³'Restoring trust in financial services in the digital era', Deloitte, 2018