COMPLAINTS HANDLING PROCESS THE DVN WAY

Complaint situation arises

If it is a small issue like an incorrect adjustment or account query, a staff member rectifies the problem and records it in the Px file and in the Complaints Log Book

Is the complainant happy?

YES → Send a service recovery letter or make a phone call to ensure that the customer is 100% satisfied and that the relationship has been fully restored.

→ **End of Process**

NO

If it wasn't a small issue and the customer is still not 100% satisfied, log the complaint in the NUMBERED "Complaints Management " book *on their behalf*. Clearly explain the process and time line to the customer and assure them that the problem will be resolved within 24 hours!

Put a copy of the complaints form in a job tray along with the px card and product of complaint. Open a job tray even if it is an account handling complaint to ensure easy job-tracking. Hand the job tray to the practice/complaints manager.

The practice manager now deals with the problem whilst always keeping in mind that under no circumstances can we afford to lose the customer. Talk to suppliers for special discount or assistance when needing to supply free lenses or frames. Have a "plan A" and a "plan B" ready. (A= win-win and B= win/lose)

Once a decision is made, the practice manager phones the customer to discuss the solution (A) to ensure that it is a satisfactory solution for both parties.

Are both parties happy?

YES → Send a service recovery letter and make a phone call to ensure that the customer is 100% satisfied and that the relationship has been fully. restored. File complaint form.

→ **End of Process**

NO

If the customer is not happy with the solution, reassure them that you want to resolve the problem. Offer "plan B" at this point.

If they are still not happy, you may have to refund them completely. Always remember that an angry customer tells ALL his / her friends about you. Rather lose a little currency to protect your reputation! File complaint form in Px file.

Send a service recovery letter and make a phone call 3 days later telling the customer that you regret not being able to solve the problem. Include a gift voucher and mention that you hope to see them again in future.

End of Process