



# Complaint Management System Evaluation Cheat Sheet

**20 Questions to Help You Plan an Effective Customer Complaint Resolution Strategy**



1

Does your company depend on repeat customers?

2

Do you have written procedures for your complaint management system?

3

Are staff throughout the company well aware of the procedures and the importance of your complaint management system?

4

Does top management directly oversee your complaint handling procedures?

5

Do incentives exist to reinforce staff commitment to consumer satisfaction?

6

Is your complaint system easily accessible to consumers?

7

Do you publicize your complaint system to consumers? If yes, how?

- Printed media (posters, advertising, monthly statements)?
- Communications by sales personnel?

8

Is your complaint system organized so that: front line employees have clear responsibilities for resolving complaints in one department or location? Larger or more serious complaints are referred to designated senior managers?

9

Are you providing adequate training for your complaint management staff?

10

Do the customer relations staff members feel they have equal stature with other professionals in the company?



11

Do you periodically survey your customers to see if they are satisfied with your complaint management system? Do you encourage feedback?

12

Do you regularly review your complaint management system and make necessary improvements?

13

Do you use your system of complaint management for more than settling individual complaints. Do you use it for quality control and problem prevention?

14

Does your complaint system swiftly generate systematic information about causes of complaints and complaint trends? Does this data meet your management needs?

15

Verbal harassment involves someone who's consistently mean or unpleasant and threatens, yells, insults or curses at the victim in public or private.

16

Can you identify areas in the company in which your complaint management system is having an effect? Has it been positive or negative?



17

Do you coordinate your complaint management system with others in the distribution chain for your products or services? Do you have a direct line of communication with them?

18

Do you have an adequate understanding of how these external organizations are affecting your relationship with consumers?

19

Do you work cooperatively with local and governmental consumer agencies?

20

Do you use third party dispute resolution mechanisms, such as mediation or arbitration, for those problems not resolved in house?



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