



Complaints at a Glance Template (Sample)

COMPLAINTS AT A GLANCE:

The Total Number of Complaints Received in March: The total amount of customer complaints received in March 2019 was 106. This was a decrease of 5% from the previous month (February 2015 = 110)

COMPLAINT CHANNELS:

Our customers complained across several different channels in March 2019

- Phone = 54
- Email = 22
- Social Media = 30

INITIATIVE: With an increase in social media complaints, we will be expanding our social media hours of operation.

TOP THREE COMPLAINT REASONS IN MARCH 2019:

- **HOLD-TIME (CALL CENTRE):** On 34 occasions (32%), our customers complained because of the amount of time they had to wait to speak to a customer service representative.

ACTION ITEM: Our CAB team have delivered this information to our call centre management team. They will report back to us on what their initiatives will be to reduce this complaint reason.

- **SURCHARGE PRICING:** On 17 occasions (16%), our customers complained because they didn't agree with our surcharge pricing for certain products and services.

ACTION ITEM: Our CAB team have gathered all complaint comments and forwarded them to our Operations Team. It is unlikely that we will reduce these charges, however, we may have an opportunity to better educate the customer on why these are in place.

- **DISTANCE OF LOCATIONS:** On 15 occasions (14%), our customers complained because of the distances between our locations. Several customers mentioned that it's an inconvenience to do business with us because of the great lengths they must commute to do business with us.

ACTION ITEM: Our CAB team has directed these comments to our retail and urban land team. The CAB has suggested that we determine if our call centre and website properly communicates our deliver service that was created to prevent these inconveniences.

MONTH	Total Complaints Received	Total Customer Transactions	Complaints/ Transaction
January	95	1493	6%
February	110	1289	9%
March	106	1185	9%

REIMBURSEMENTS:

For March 2019, we reimbursed 27 customers which equates to 25% of total complaints received. Collectively, we reimbursed \$2,754.00.