Direct Customer Complaints

Steps and Processes to be followed

Source of Dis-satisfied customers..

Dis-satisfied customer list is generated in the system from two sources :

Automatically

Based on the customer feedback (Instant / Survey) or customer response (Post Sales / Post Service follow-up), all negative cases get automatically registered as dissatisfied customers in the System.

a) Instant Feedback Card – Rating < 8 in any parameter.

b) Survey Feedback – If customer selected Dis-satisfied /Highly Dis-satisfied.

c) Post Sales / Post Service response – If customer given negative rating in any of the question.

Manual entry

For customers reported any concern directly to the Distributor / Dealer. Option provided at Distributor & Dealer login, to register the complaint directly into the System.

All complaints registered by Distributor are visible to Dealer for further action & resolution.

Distributor – Complaint Register...

a) If customer directly reported any issue to Distributor or Dealer, option provided for manually capturing the customer complaint in "CS+SR" System.

b) Distributor / Dealer update the customer complaint through following link in the System:

> ➤ *Menu* → *Transaction* → *"Customer Complaint"*

b) Distributor can search the vehicle & customer details based on "Registration, VIN or Mobile Number". If vehicle was already visited and data updated in the [CS+SR] System (any dealer location), the details get generated automatically.

Distributor – Complaint Register...

c) In case vehicle was not reported in the system, then executive has to update the customer / vehicle / Dealer outlet details in the System.

d) Once customer & vehicle details are available, Distributor / Dealer has to update the customer concern in "Remarks" field & save the data.

e) In case customer complaint registered by Distributor, data will automatically flow to the concern Dealer in his [CS+SR] System.

f) Dealer has to contact the customer, resolve the concern & update the details in System.

Thank You