

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 dis-satisfied 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.

The screenshot displays the 'Customer Feedback System' interface. On the left is a dark sidebar menu with options: Dashboard, Settings, Transactions, Upload Service Data, Upload Sales Data, Instant Feedback Card, Pending Surveys, Service Reminders, Dissatisfied Customers, Customer Complaint (highlighted), Instant Feedback, Survey Feedback, SMR Report, and Dissatisfied Conv. Report. The main content area is titled 'Customer Complaint' and features a search bar at the top with the text 'Search by VIN Number or Mobile Number or Registration Number' and a 'Search' button. Below the search bar is a form with several fields: Dealer Outlet Code (dropdown), Customer Name* (text), Contact Number* (text), Email Id* (text), VIN Number* (text), Registration Number* (text), Vehicle* (dropdown), Job Card Number* (text), Invoice Date* (text), Service Type* (dropdown), Mileage (text), Service Advisor (text), and Technician (dropdown). A 'Remarks' text area is located at the bottom left. A 'Save and Next' button is positioned at the bottom right.

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.

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Thank You