

Dis-satisfied to Satisfied - Customers

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.

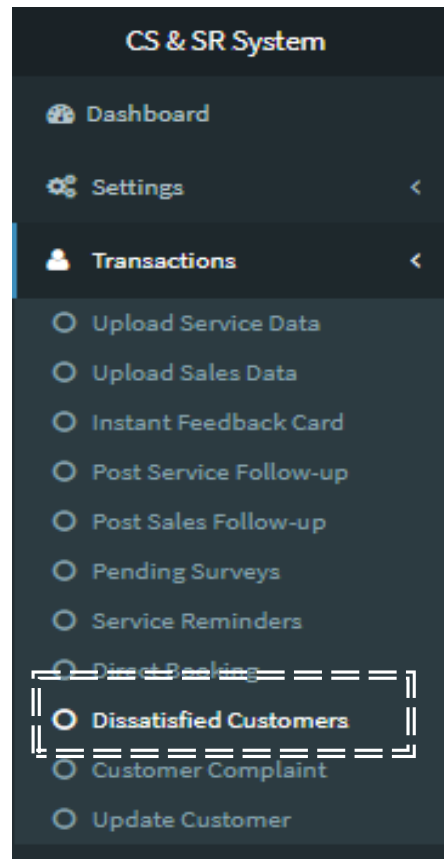
All complaints registered by Distributor are visible to Dealer for further action & resolution.

Dealer - Customer conversion from Dis-satisfied to Satisfied..

Once the complaint get registered, Dealer has to contact the customer, resolve the issue and update the action taken in [CS+SR] System.

Step 1: Click on “**Dissatisfied Customers**” in Menu Bar.

Menu Bar → Transactions → “Dissatisfied Customers”



Customer conversion from Dis-satisfied to Satisfied..

Step 2 – Following screen will appear with list of all dis-satisfied customers identified during feedback (Instant / Survey feedback), response (Post Sales / Post Service Follow-up) or registered directly by the Distributor.

Dis-satisfied to Satisfied - Conversion

English Phil

From Date

To Date

Source

August 01, 2019

August 31, 2019

All

Search

Search

Search

Outlet	Customer Name	Mobile#	Email	Reg. No	Vehicle Model	Bill Date	Service Type	Response Date	Remarks	Details	Converted to Satisfy	Conv. Date	Conv. Mode	Action Taken/Remarks	Complaint Category	A
.114-YE IADI MOTOR	Daw Su Su Hleing	09- 40023580		YGN 4P- 8300	Super Carry	08-Jun- 2019	General			Details	<input type="checkbox"/>	2019-0	▼	Enter Remarks	▼	
.114-YE IADI MOTOR	Daw Aye Aye Mon	955099110		YGN 5Q- 9652	Ertiga Type 3	12-Jun- 2019	1			Details	<input type="checkbox"/>	2019-0	▼	Enter Remarks	▼	
.114-YE IADI MOTOR	Daw Khin Thida	09- 431358855		YGN 9M- 8411	Super Carry	24-Jun- 2019	General			Details	<input type="checkbox"/>	2019-0	▼	Enter Remarks	▼	

Customer conversion from Dis-satisfied to Satisfied..

Step 3 – Dealer has to contact the dis-satisfied customer & resolve the issue, to convert him into Satisfied customer.

Step 4 – Based on the customer attending status, Dealer has to “**update**” the following details in [CS+SR] System:

a) **Conversion date** – The date on which customer concern get resolved.

b) **Mode of resolution** – Through which customer was concern was attended like “At workshop / Through Home Visit / Through Conversation”.

c) **Action Taken / Remarks** – Details of action taken by Dealer to resolve the customer concern.

d) **Complaint Category** – Category of reason for complaint generation.

Customer conversion from Dis-satisfied to Satisfied..

- ❖ Once the Dealer updated the required details, dis-satisfied customer entry will automatically get removed from this list.
- ❖ After conversion, Distributor or Dealer can check the complaints status through “Dis-satisfied conversion report”.

Dis-satisfied Conversion Report

From Date
To Date
Country
Dealer Outlet Code
Vehicle

Search

Enter search

Download Report

S.No.	Outlet	Customer Name	Mobile#	Email	Reg. No	Source	Vehicle Model	Bill Date	Service Type	Respons Date	Converted to Satisfy	Conv. Date	Conv. Mode	Action Taken/Remarks	Complaint Category
1	1114-YE NADI MOTOR	Myint Htet Wai Co., Ltd. (Daw Thi New Tun - Assistant Manager)	095503161		YGN 3Q-4463	Instant	Ertiga Type 1&2	07-May-2019	6	07-May-2019	Yes	14-May-2019	Telephonic Conversation	It is good everything. We explained the rating exactly to customer.	CUSTOMER PERCEPTION
2	1128-CENTURY MANDALAY	U THU ZAW WIN	9976412123	thetsweoo81@gmail.com	4Q-7970 SHN	Instant	Swift 1.2	07-May-2019	Regular	08-May-2019	Yes	09-May-2019	Telephonic Conversation	not explanation of work done	POOR WORKSMENSHIP

Thank You