

# THE DO'S AND DON'T OF COMPLAINT MANAGEMENT

**When a customer makes a complaint it's natural to want to make things better or to question if you have made a mistake which could have been avoided.**

As soon as you receive client feedback, it is important not to ignore it.

How and when you manage the client's concerns can often contribute to early resolution.



## Here are some tips:

### THE DO's

- ✓ **Acknowledge** the clients' concerns and **empathise** with their situation/feelings
- ✓ **Decide** who is taking **responsibility** for talking to the client
- ✓ **Reassure the client** you will look into the matter and provide a reasonable time frame
- ✓ **Lodge it** in the Clinical Complaints and Adverse Events Portal
- ✓ **Notify** the CL/ LV or PM as soon as you become aware of a complaint
- ✓ **Involve** your RM or VM early
- ✓ **Take time** to investigate and follow up
- ✓ **Be professional** when discussing colleagues

### THE DON'T's

- ✗ **Ignore** complaints
- ✗ **Be pressured** to find an immediate resolution
- ✗ **Admit liability**
- ✗ **Commit** to make things better, especially financially
- ✗ **Volunteer** that VetPartners insurance will take care of it
- ✗ **Put up with unacceptable client behaviour**
- ✗ **Assign blame** to a colleague
- ✗ **Suffer in silence**, reach out to your Ops team for help

For more tips please read the **Client Complaints and Concerns Policy**.

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