Portrait
Foundation

Complaint Process - Functional Overview

Edition 2.1

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Pitney Bowes
Software

Portrait Foundation
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Acknowledgement of trademarks

About Portrait Software

Portrait Software is now part of Pitney Bowes Software Inc.

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers.

Portrait Software was acquired in July 2010 by Pitney Bowes to build on the broad range of capabilities at Pitney Bowes Software for helping organizations acquire, serve and grow their customer relationships more effectively. The Portrait Customer Interaction Suite combines world leading customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to deliver real-time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include 3, AAA, Bank of Tokyo Mitsubishi, Dell, Fiserv Bank Solutions, Lloyds Banking Group, Merrill Lynch, Nationwide Building Society, RACQ, RAC WA, Telenor, Tesco Bank, T-Mobile, Tryg and US Bank.

Pitney Bowes Software Inc. is a division of Pitney Bowes Inc. (NYSE: PBI).

For more information please visit: http://www.pitneybowes.co.uk/software/

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About this document

Purpose of document

The purpose of the document is to describe the Portrait Foundation implementation of a customer complaint process.

Intended audience

The intended audience is those concerned with the planning and initial studies for a project using Portrait Foundation.

Related documents

Contact Centre Functional Overview

Case Management Functional Overview

Software release

Portrait Foundation 3.1 or later.

Contents

1 Introduction

The Portrait complaint handling business process is managed by case. The process contains the following key steps:

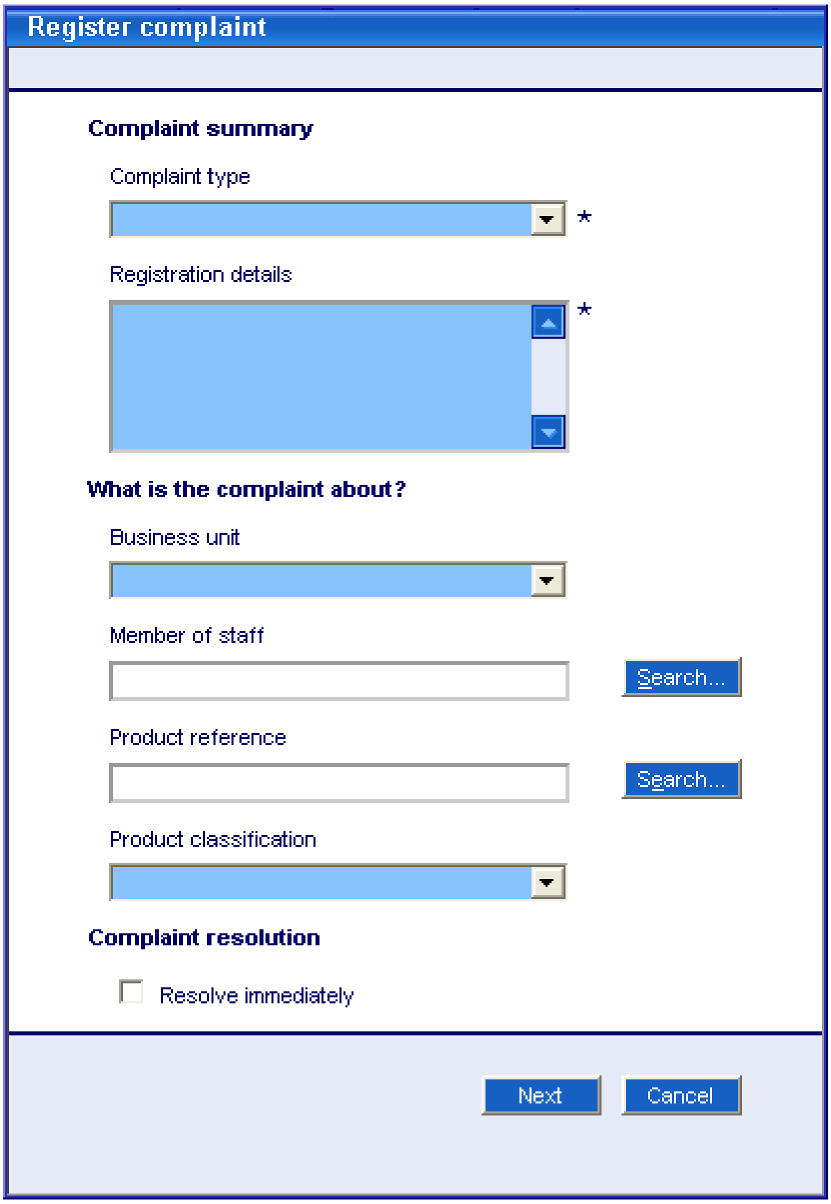
- **Register** - an agent captures details of the complaint raised by the customer.
- **Investigate** - an agent investigates the cause of the complaint.
- **Classify** - a Complaints Officer reviews the complaint details and determines who is responsible for progress of the complaint resolution.
- **Resolve** - an acknowledgement is sent back to the customer.

2 Register Complaint

The Register Complaint operation guides the agent through the capture of the complaint details.

The Register Complaint operation can be invoked from within a Contact Centre call. It can also be initiated in response to document or e-mail being received by the Contact Centre. The inbound document is automatically associated to the created case.

Figure 1 – Register complaint



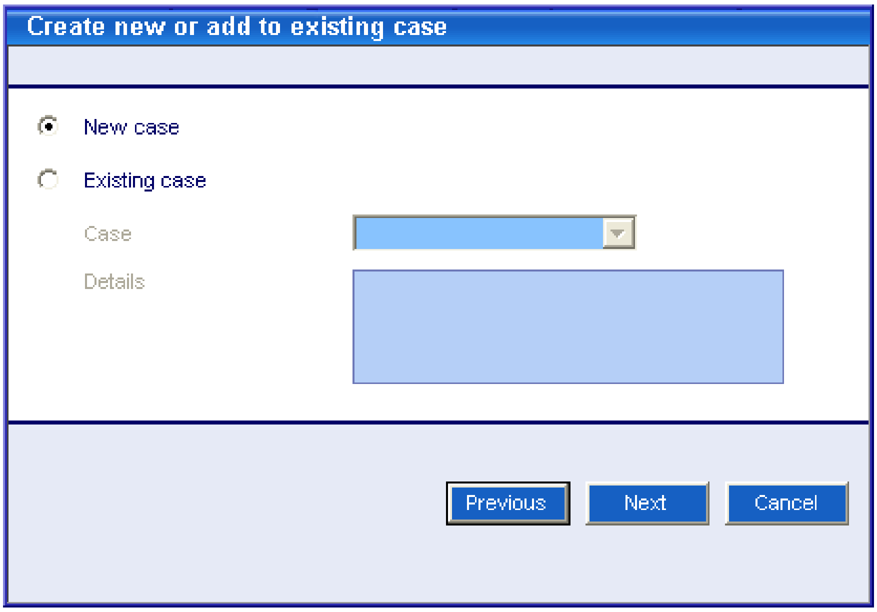
After the complaint has been registered, 3 workflow tasks are initiated which manages the remaining steps in the complaint handling process. These are:

- Investigate complaint
- Classify complaint

- Capture complaint resolution

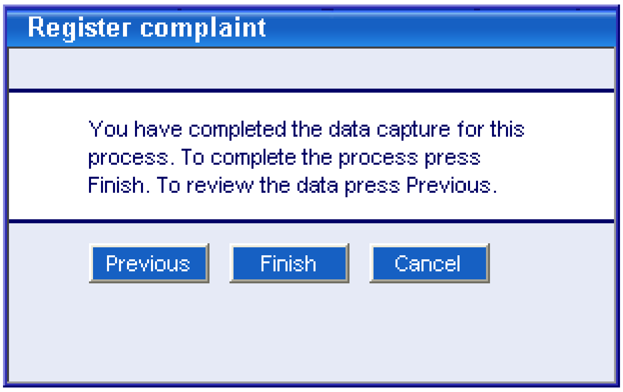
As part of registering the complaint, the user is then able to either create a new case for the complaint to be registered against, or link the complaint to an existing case that has already been created for the complainant.

Figure 2 – Create new case or add to existing case



Once a new case or existing case has been associated to the complaint, the user then completes the registration of the complaint.

Figure 3 – Complete end of complaint registration



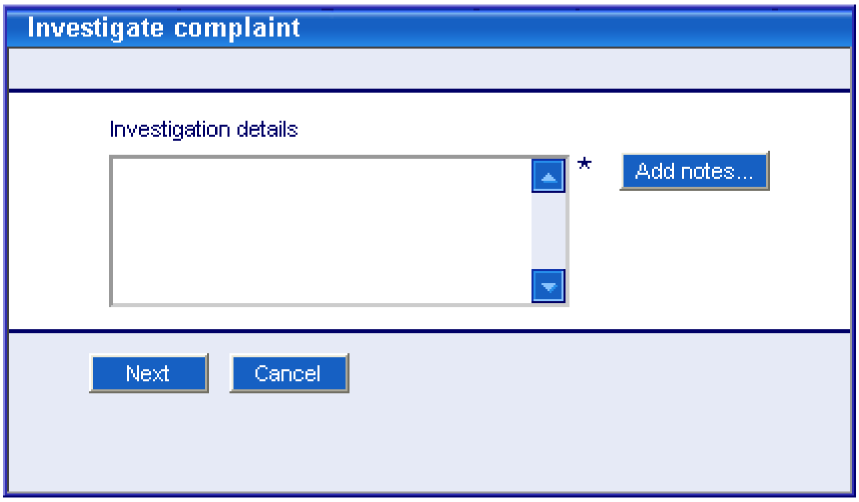
3 Investigate Complaint

In order to determine the route cause of the complaint, an agent will need to fully investigate the complaint. This will enable the user to determine how the complaint should be classified later and also what needs to be implemented to resolve the complaint.

As part of the investigate complaint task, the user is able to make a general call or make an outbound call. This enables the user to gather the information that they need for the investigation.

Once the investigate stage has been completed, the user will add some notes to the task so that any other user who deals with this complaint is able to continue with it by being aware of the full facts of the complaint. The user then completes the investigate complaint task.

Figure 4 – Investigate complaint

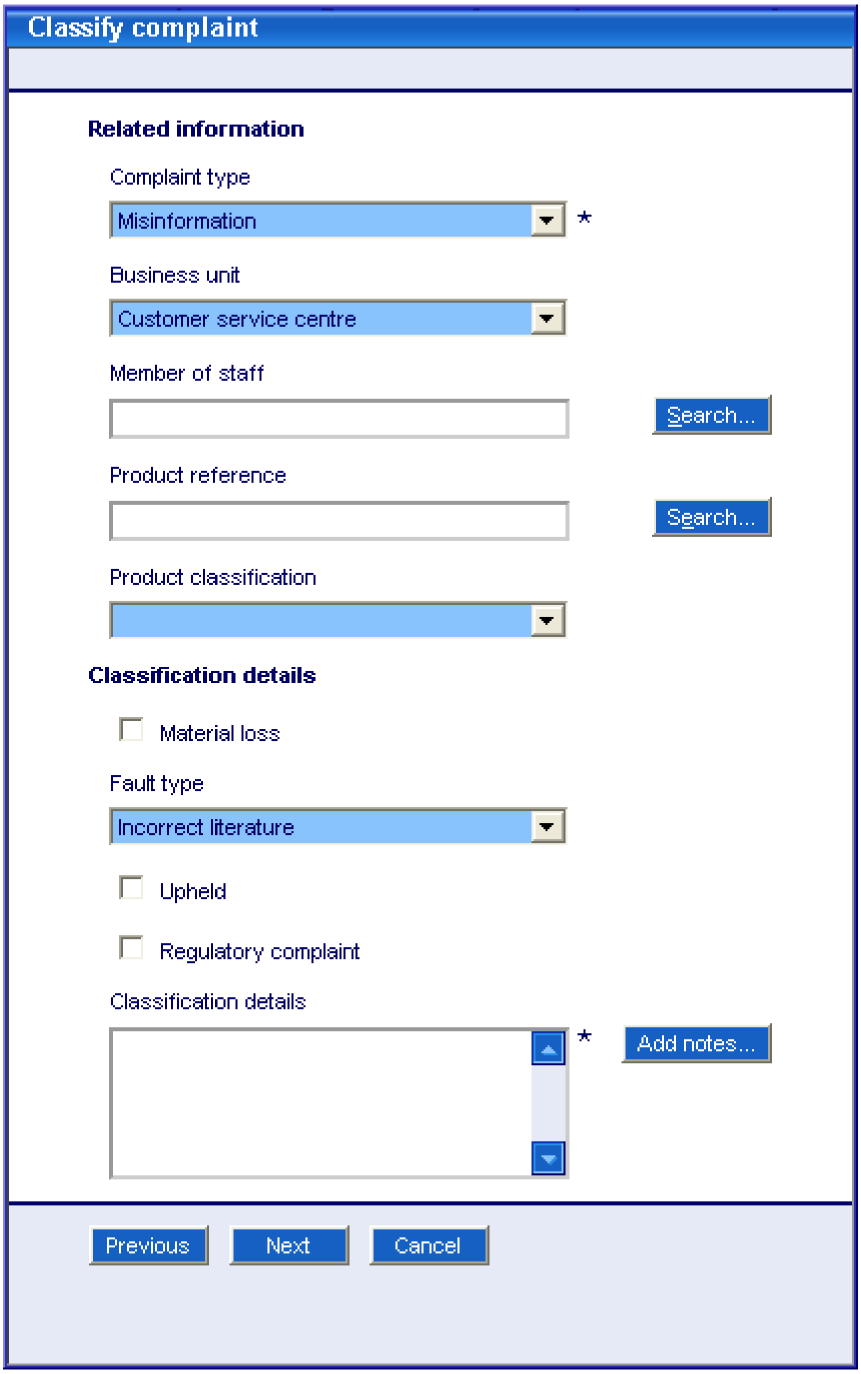


4 Classify Complaint

Only users with a role of Complaints officer or a Supervisor are able to classify a complaint. The classify complaint task becomes active when the investigate complaint task has been completed.

The user reviews the information that was completed when the complaint was captured. The user is then able to change any of this information if they deem that the information is incorrect. The user is then able to determine whether there has been a material loss, the fault type, whether the complaint has been upheld, whether it was a regulatory complaint and also any details about the classification.

Figure 5 – Classify Complaint



5 Resolve complaint

5.1 Capture Complaint Resolution

This dialog allows the user to record what was done to resolve the complaint.

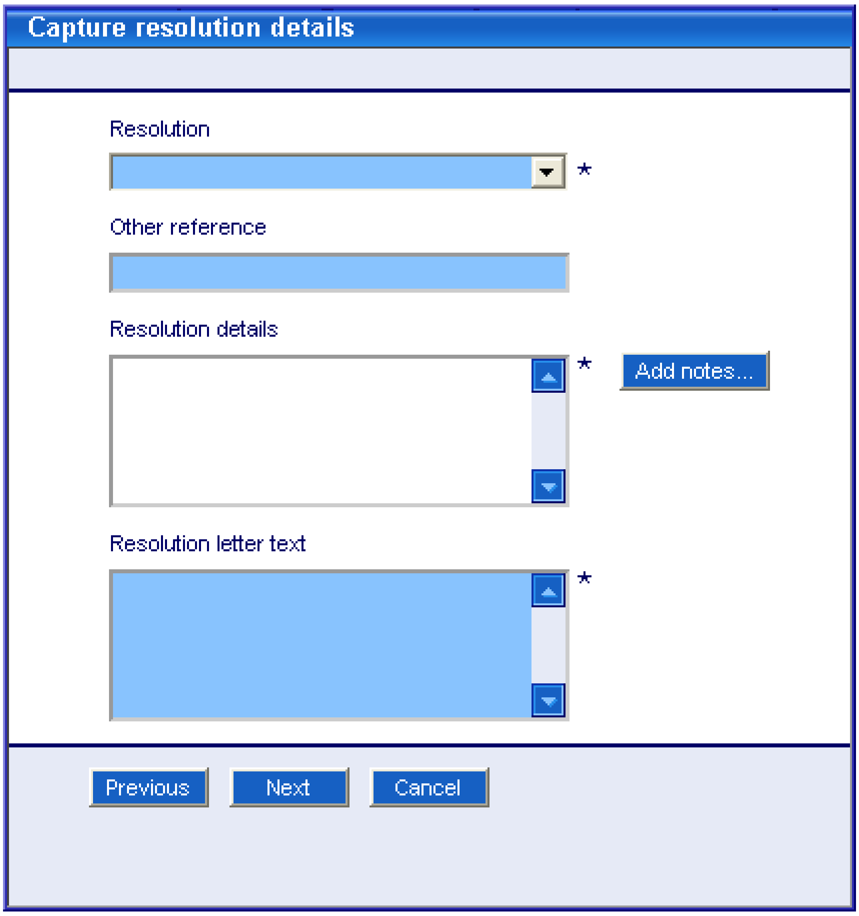
The Agent enters the following details.

- The type of resolution offered
- Any reference assigned to the resolution, if there is one
- Additional notes describing the resolution offered.
- Any additional text that the user requires adding to the letter that will be sent to the complainant.

As the complaint handling business process is managed by case, consequently:

- Complaint correspondence and all related information is shown in the case folder
- Complaint progress is tracked via milestones.

Figure 6 – Capture resolution details



Once the resolution details have been captured, a confirm complaint progress dialog is presented. In Figure 7 – Confirm complaint progress, 3 stages are shown. This is due to the fact that the user that has completed the complaint had the role of Supervisor or Complaints Officer and was able to complete all stages of the complaint from the initial investigate task without having to go back to the workflow desktop to pick up the next task.

If the user did not have the role of Complaints Officer or Supervisor, then after each workflow task is completed, they will only be presented with the task that they are able to complete. Any tasks that have previously been completed in relation to this complaint will not be shown.

Figure 7 – Confirm complaint progress

5.2 Complaint Resolution Callback

Following the resolution of the complaint being sent out, a new workflow task is created. This has an activation date of 7 days after the resolution has been issued. If the user selects the complaint resolution callback task, they are able to make an outbound call to the complainant.

This dialog allows the user to record what was done to resolve the complaint. As part of the phone call, the user can capture any feedback that the complainant gives them and is also able to ensure that the complainant is happy about the outcome of the complaint.

If the complainant is happy then the feedback details are captured within the dialog and the complaint is completed. If however, the complainant is not happy, the user de-selects the resolution accepted checkbox and then completes the dialog. This then creates another Capture Resolution Details task that is then used to update the resolution for the complaint. Again after the resolution has been issued, a subsequent Complaint Resolution Callback task is created for the user to callback the complainant to check that they are happy with the new resolution.

Figure 8 – Complaint resolution feedback