

COMPLAINTS MANAGEMENT

Delivering Value and a Better Customer Experience through Effective Complaints Management

AWD® from DST lets your complaints management move beyond mere compliance. Powerful process tools drive responses, reporting and workflows to help ensure all regulatory timeframes and requirements are met, while flexible case management functions make the most of customer interactions to improve loyalty, resolve problems early and drive complaint levels down.

A growing issue

Mis-selling scandals around PPI and interest rate swaps have put the spotlight on financial services' complaints management. In 2013, the Financial Ombudsman took on 575,836 cases – a new record. The FCA has said: “something isn't working in the way firms manage and investigate customers' grievances”, and it has undertaken a thematic review of the way complaints are handled.

With studies showing more than a third of complaints to UK banks and insurance providers are poorly or inadequately investigated¹, regulators want disputes handled faster and more fairly.

The issue is not just one of regulation. Customer expectations are high, the number of communication channels is growing, and business lines are diversified and complex. The risks from poor complaints management are wide-ranging and include:

- Fines, with firms forced to pay compensation for distress and inconvenience, as well as financial redress for errors.
- Reputational damage for firms with more than 30 cases each month named and shamed by the Financial Ombudsman.
- Inefficiency, as firms struggle to handle complaints effectively with paper-intensive, manual processes.
- Lost opportunities from rudimentary workflow-driven interactions that fail to engage and understand the nature of the customer's complaint.
- Warning signs ignored that could prevent the next mis-selling scandal.

Making complaints constructive

AWD combines powerful business process management (BPM) and case management for a compliant, efficient complaints process that aids in the delivery of excellent customer service.

Complaints can be effectively captured through any channel, enabling responses to be provided within regulatory time frames and cases automatically referred to the appropriate users for effective investigation. Analytical and reporting tools aid with root cause analysis and drive process improvements.

With a structured, standardised framework in place, firms can be confident in meeting regulatory requirements, while flexible case management improves insight and interactions for an improved customer experience and business performance. AWD's capabilities work together for a better outcome.

An efficient, compliant process identifies, captures and categorises complaints, through any channel; automates acknowledgement of receipt, responses and reports to regulatory bodies; identifies and associates inbound communications related to open cases; and automatically assigns ownership of cases and tasks to drive structured workflows. AWD automatically alerts and delivers work to the right people, at the right time, in the right way to keep within stipulated timelines.

Effective case management captures information from across the business for clear, consolidated case notes and customer profiles. Operating in a collaborative case management environment, case owners have flexibility and insight to investigate complaints, communicate effectively with customers, and, where required, determine appropriate compensation in line with company policy. Where customers remain unsatisfied, cases can be simply escalated for review or for higher compensation levels from an authorised manager.

Case owners are able to easily and intuitively set up tasks and activities for other team members so they can drive fast, effective investigations and resolutions.

Management information from across the business provides both insight and control. Users can interrogate data and automate reports to see overall performance and current caseloads, as well as quickly identifying business lines, departments and issues prompting complaints. Users can drill down for effective root cause analysis to inform process improvements.

Better complaint management with AWD

- Identify and acknowledge complaints quickly.
- Handle them compliantly.
- Deliver excellent customer service.
- Undertake root cause analysis.
- Spot trends early.
- Protect and enhance your brand.

¹ <http://www.fca.org.uk>



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Business benefits

AWD helps you maintain compliance and turn customers who complain back into advocates for your brand, for a better, stronger business.

- **Maintain compliance:** Consistently meet timelines and standards for managing and responding to complaints in line with best practice, standards and regulatory requirements.
- **Improve communications:** Automate communications to update customers on their case, improving service and cutting inbound calls and queries.
- **Cut costs:** Automate data gathering and task allocation to reduce man hours spent resolving complaints.
- **Increase customer loyalty:** Increase revenue and boost Net Promoter scores with efficient complaint management and appropriate communication.
- **Gain consistency and control:** Ensure communications, remediation and goodwill gestures are in line with centralised policies across the organisation and product lines.
- **Improve business performance:** Benefit from valuable insight into customer attitudes and trends to improve processes and products.
- **See problems sooner:** Identify weaknesses and flashpoints to stop issues developing and to drive reduced complaints.

Why AWD?

- **Easy to use:** Simple to set up and use, changes can be quickly made within the business, without the need to engage IT.
- **Versatile:** Deal with every channel effectively, including social media, for a comprehensive complaints solution.
- **Flexible:** Designed to be easy to scale and to adapt to changing regulatory demands, new processes can be added rapidly as required.

About DST

DST Business Process Solutions, a wholly-owned subsidiary of DST Systems, Inc., is a trusted provider of technology-based service solutions to the world's best known insurance, retail and commercial banking groups, as well as utilities and media communications organisations. AWD, our intelligent business process management (BPM) and case management application, is used by over 400 clients to align people, technology and departments to execute effective operations. For over 20 years, clients have used AWD to help reduce cost, improve customer service, ensure compliance and improve overall operational efficiency. There are now over 200,000 AWD users within the DST family of organisations, partners and clients.



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