

Slide 14

© Mike Baldwin / Cornered



Slide 15

Quality management — Customer satisfaction

4 Guiding principles

4.2 Visibility

Information about how and where to complain should be well publicized to customers, personnel and other interested parties.

4.3 Accessibility

A complaints-handling process should be easily accessible to all complainants. Information should be made available on the details of making and resolving complaints.

The complaints-handling process and supporting information should be easy to understand and use.

The information should be in clear language.

Slide 16



"I've got your letter in front of me now, sir."