

# Customer Complaint Resolution Process (CCRP)

A unique opportunity to win customer trust and loyalty



CCRP – a powerful tool for front-end sales and for putting the ABB Group on the path to quality leadership.





**Listening is the basis for ensuring satisfied customers, sustained business relationships and ongoing optimisation of products and systems.**


Our success is built on products that do their jobs with optimum effect. The requirements for this can be specified, but not anticipated down to the very last detail.

When talking to the customer, the salesperson discovers how well ABB products perform their everyday duties. By listening to the big and small problems and wishes of the customer, the salesperson can build confidence and this represents a chance for ABB to prove itself.

The Group supports front-end sales through efficient problem-solving and puts the knowledge it gains to use in the service of optimising, expanding and developing new products.

PowerPoint Datei Bearbeiten Ansicht Einfügen Format Extras Bildschirmpräsentation Fenster Hilfe

2 Minute - Quick Help for Complaints Entry new.ppt



### Step One: Your ABB Organizational Information

The following is your ABB Organizational Information:

Division:

BA:

BU:

What would you like to do?

Use this information  Change this information

**You change your information here**

Cancel Help

Click → in your key board for next step. Click ← in your key board for selection

## How the Customer Complaint Resolution Process works:

- 1** The customer expresses a complaint.
- 2** Front-end sales fields this and inputs it into the CCRP program via the intranet.
- 3** The CCRP coordinator instigates the necessary steps based on the information and appoints someone to be responsible for reaching a solution.
- 4** The person responsible for reaching a solution plans and implements the necessary action.
- 5** The customer's level of satisfaction is checked.

Each CCRP solution process is documented in the intranet. The salesperson can check on the progress at any time and inform the customers about what is being done. Selected customers can be given direct access to the CCRP.



## **The Customer Complaints Resolution Process creates a win-win situation for salespeople and the Group.**

### **Advantages for the salesperson**

A straightforward process of entering data, taking only a few minutes, for addressing the complaint.

The CCRP ensures that optimum resources will be mobilised in order to reach the solution.

Front-end sales is always kept informed via the intranet and by the person responsible for reaching a solution in the CCRP.

Efficient processing reinforces customer loyalty. Evaluations give valuable information about customer potential.

### **Advantages for the Group**

Centralised data processing is the basis for efficient solutions to problems without duplicating work.

Analysing the problems that occur is a key feature in detecting dangers and weak points at an early stage and for the further development of our products.

Management has a reliable source from which to obtain information and prepare for meetings in the shortest possible time.

The CCRP reinforces the quality leadership initiative.



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**With the Customer Complaint Resolution Process ABB is mobilising its worldwide strengths to reach efficient solutions to problems and to promote customer loyalty.**

The person responsible for reaching a solution in the CCRP is an ABB employee who possesses the necessary technical and logistical resources to drive through the complaint resolution process in an expert and expeditious manner. In addition, he or she has the support of the Group on all levels and in all regions of the world.

ABB has realised that resolving complaints is not a bothersome chore, but in fact represents a unique opportunity to gain customer loyalty. The customer complaints resolution process converts this insight into an active company culture as an approach to quality leadership.



## **The Customer Complaint Resolution Process is the key for turning complaints into success stories.**

A complaint is a sign of trust: The customer trusts us to solve the problem. The CCRP is the suitable tool for front-end sales and for the Group to safeguard its position and to promote customer loyalty as the quality leader.

Front-end sales can concentrate fully on the customer and the customer's problems, and is able to rely on the fact that the search for the optimum solution will be initiated by making an entry in the CCRP program.

All complaints will be collected and analysed in the CCRP and, for the Group, this information represents a key way to flag up dangers and weak points at an early stage, and above all for indicating trends affecting our products and services.

Link to the CCRP on the intranet at  
[inside.abb.com/ccrp](http://inside.abb.com/ccrp)

[www.kommunikate.ch](http://www.kommunikate.ch)



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