NRMA

Complaints And Feedback Visibility, Control And Standardisation Of Members' Experience

About the Client

We started working with NRMA in January 2012. NRMA, National Roads and Motorists Association, provides Motoring Assistance & Services, Travel and Publications. They have 2.5 million of members and over 93 years experience.

Situation

NRMA had several systems capturing Complaints and Feedback associated to different groups and divisions. They would not report company-wide on what their members were saying, what their members liked about their services and what areas needed improvement. On top of this reporting restriction, they could not easily see how they were tracking from a Service Level Agreement perspective.

Therefore Management found it time consuming and laborious to uncover with Complaints and Feedback staff were performing well and which staff needed assistance and coaching. Finally there was no standardised company wide system enforced Complaint and Feedback processes, which meant members received different experiences depending on what their Complaint or Feedback was and which department or Group they complained to.

NRMA had already been deployed Complaints Pro in one of their wholly owned subsidiaries called Thrifty Car Rental. Due to the major improvements that Complaints Pro provided to Thrifty Car Rental, this gave NRMA the confidence to implement it across the NRMA group.

Problem

The problem was having several antiquated Complaints and Feedback systems that had poor reporting, could not provide a single group-wide consolidated view of their member voice, and provided non standardised Complaints and Feedback processes across the group.

It was too costly to try to align several old systems and also, its not possible to implement a powerful yet easy to use Reports and Dashboards platform that Complaints Pro built in. Finally NRMA had a very limited budget.

All Complaints and Feedback that was captured from the very popular website was sent via email to a member relations email inbox. These email had to then be manually copied and pasted into the existing Complaints and feedback systems. The possibility of human error, double or triple entry and delays was very high.

Solution

Complaints Pro was implemented in 6 weeks from project start. It was delivered on time and within a very limited budget. Complaints Pro was rolled out to 186 users that were responsible for reporting on or investigating Complaints and Feedback and a further 300 call centre agents for capturing Complaints and Feedback.

Complaints Pro had all of the features ready to out of the box, it required no IT department involvement as no software had to be installed on each users computer. The only time IT was involved was to get the website Contact Us Page integrated with Complaints Pro, so all Enquiries, Feedback and Complaints were automatically created as a result of the member filling the Contact Us Page on the mynrma website.

" Complaints Pro is awesome because they were able to fix all of my problems..."

Loraine Dartnell
Group Member Relations Manager

Results

1 FOR THE FIRST TIME IN NRMA'S 93 YEAR HISTORY

NRMA was able to see a NRMA group wide view of their 2.5 members voice, without any additional data manipulation, no more data extraction from several systems and then spending days trying to consolidate the data into an excel chart to present to management.

2 REAL TIME DASHBOARDS WERE CREATED FOR EACH GROUP

They could see operationally and strategically how they were performing, what members were saying about them and what they needed to improve upon. This meant that each group could find and fix root causes quicker than ever before.

3 SERVICES LEVEL AGREEMENTS WERE ABLE TO BE MEASURED MORE ACCURATELY THAN EVER BEFORE

High performers identified and rewarded, whilst those that needed coaching were identified sooner.

4 MAKE DECISIONS BASED ON REAL HARD FACTS NOT GENERAL GUT FEEL

Strategic and Operating performance KPI's are now viewed in real time. Managers can now substantiate business cases for product, service or process improvement initiatives.

5 REAL TIME QUALITY ALARMS NOW IDENTIFY ROOT CAUSES EARLIER THAN EVER BEFORE

Real Time Quality Alarms now identify which department, team and employee/ contractor need coaching and assistance by emailing the customer insight/ quality team of degraded performance or possible service failure after 2 or more complaints are registered within a rolling 2 month window.

About Complaints Pro

| COMPLAINTS MANAGEMENT **LISTEN** | COMPLAINTS MANAGEMENT **RESPOND** |
| FIX QUALITY ASSURANCE | ROOT CAUSE DETECTION **FIND** |

SUPPLIER/PARTNER COMMUNITY

IMPROVE THROUGH COLLABORATION

Designed with social media and quality assurance in mind, Complaints Pro is a modern complaints handling system that addresses all nine of the costly mistakes straight out of the box.

Request a free 30 day trial today and see it for yourself.

For more detailed information about complaints management, turn to any one of our How-To Guides or check out: www.causia.com.au.

REQUEST A FREE TRIAL