

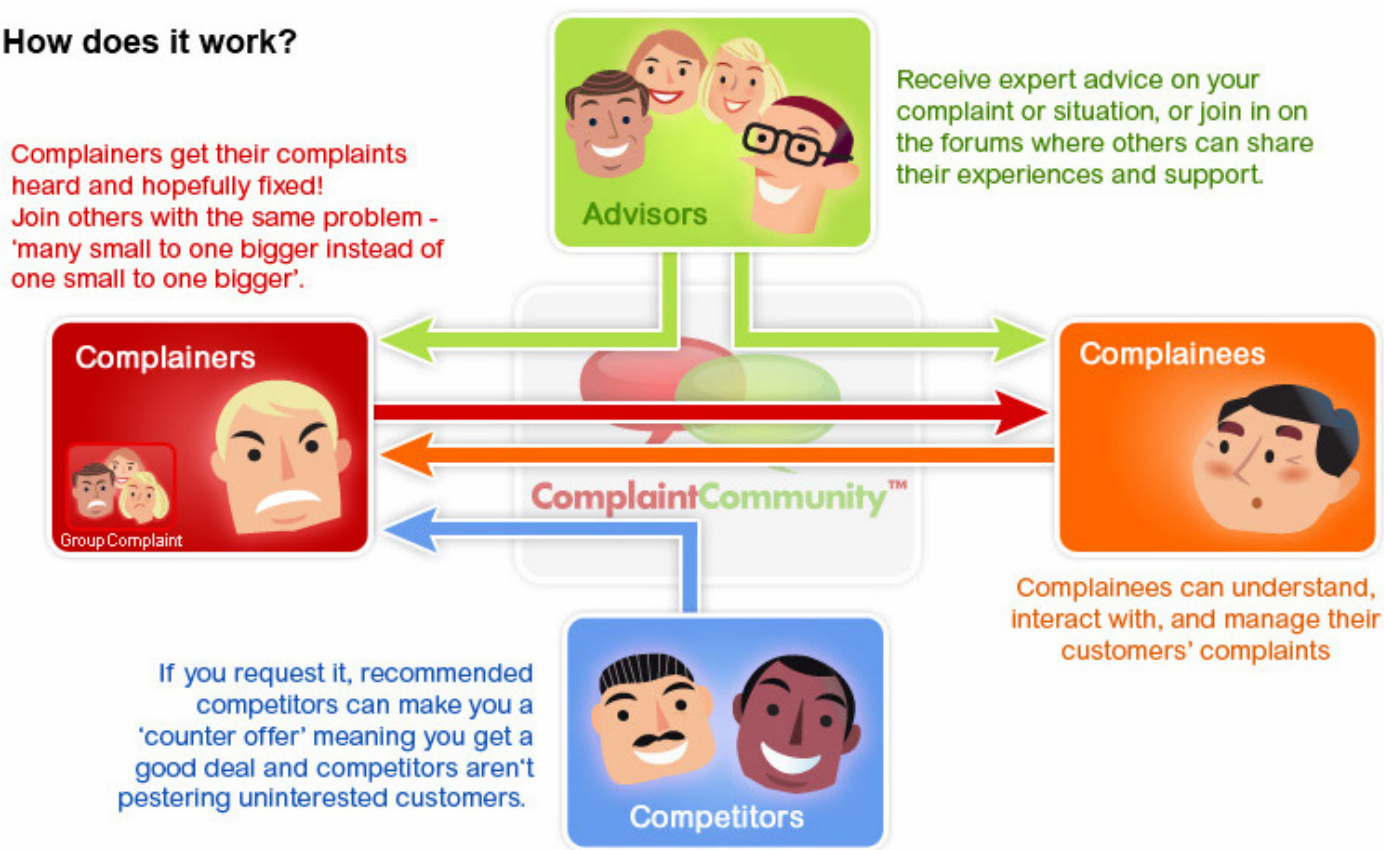
Innovative New Network launches to help Business's improve their Customer Service!

Monday, 24th November 2008

Today sees the launch of yet another customer service innovation from ComplaintCommunity™ with the public launch of ComplaintAdvice™, a unique dedicated business service designed to help companies use their complaints to improve their customer service and their bottom-line.

ComplaintCommunity™ only launched this month, and has got a whole suite of custom-built easy to use online tools, to support all business's to successfully manage their customers' complaints and improve their customer service!.

How does it work?



ComplaintCommunity™ has already received a lot of support since the launch. It was featured on the Ed Doolan Consumer Show on BBC RadioWM and in the Birmingham Post, and was selected to present at the Advantage West Midlands Annual Conference 2008 at the International

Convention Centre in Birmingham. A number of high profile clients have already recognised the significant strategic benefits that ComplaintCommunity™ offers them.

Neil Gleeson, The Founder of ComplaintCommunity™, explains “*ComplaintCommunity™ motto is Complaints Made Easy! It has all the complaint bases covered for both consumers and also businesses to do just that – ComplaintAdvice™ is yet another unique innovation of ours, specifically designed to support all business’s turn their complaints into ‘Business-Gold’. All of our clients tell us that now, more than ever before, every customer matters to every organisation, and we are absolutely committed in supporting our clients deliver customer service excellence.*”

ComplaintAdvice™ covers all customer service improvement needs!

ComplaintAdvice™ is supported by the launch of the Platinum Partner Network, a dedicated panel of experienced specialists in customer service improvement – the network comprises



CSN – Customer Service Network is one of the UK’s leading authorities in customer service and supports over 300 member organisations on their journey to service excellence with a range of products and services. CSN regards effective complaint handling as a key part of service excellence and is highly experienced in tackling this complex and difficult subject. Unlike the off-the-shelf solutions provided by some companies, CSN provides bespoke advice and support services including assessment, events and training.

Their association with the *Excellence in Customer Experience Accreditation and Awards Programme* and experience as a networking organisation gives them unparalleled access to best practice customer service methodology and specifically complaint management.

IT Performs – IT Performs Business Intelligence Consultancy improves the way companies measure and manage their business, specifically their complaint management information.



Their experienced people, best practice processes, and market leading software tools deliver up-to-the-minute information from clients systems so they can make better decisions, act more quickly, and have a positive impact when and where it matters most – when customers complain about your products and services!.

Enterprise Complaint Technologies – ECT are experienced specialists in complaint management technology, and provide custom-designed solutions that help organisations improve their customer service and business performance!. Whether you are a small business or a multi-national, they develop all their solutions in-house to your exact needs.



ECT are specialists in seamlessly connecting your complaint management capabilities to the rest of your customer systems so that you can consistently provide excellent customer service, and optimise your expenditure – we know how critical this is now more than ever.

Whether its an API, your own white-labelled enterprise version of ComplaintCommunity™, or something more advanced like Outsourcing, we know the value of complaints to your business and can work with you and the Platinum Network to make the most of them!

Neil Gleeson explained how the Platinum Network was formed. *“To meet, and then form, the Platinum Network in the space of two weeks is an unbelievable achievement, and a credit to the*

partners. It just goes to show that companies with the right attitude, and a true commitment to improving customer service, can achieve anything! I am very proud to be part of this.”

Although there are an estimated 500 million plus complaints in the UK each year, research by ComplaintCommunity™ shows that only 6% of British people complain – the bad news is that over 96% of people are still dissatisfied with their complainea a month after they have complained!. Indeed recent research by BSI, the British Standards Institute, has found that

- 55% of customers are left unsatisfied by the handling of their complaint
- 72% moved to a competitor after receiving poor customer service
- 64% of those surveyed believe that customer service in the UK is getting worse

BSI British Standards : March 2008

Neil Gleeson said “*ComplaintAdvice™ is another fantastic innovation that provides immediate business benefits to our clients. We were flattered to be described recently as potentially ‘The West Midlands Google’ at the Advantage West Midlands Annual Conference, praise indeed and a huge compliment for us - ComplaintAdvice™ is another clear step in our journey”.*

ComplaintCommunity™ is launching in the UK first, but there are already plans to launch into Europe and the United States as the service develops.

The website can be found at www.complaintcommunity.com