



MINISTERIET FOR FAMILIE-
OG FORBRUGERANLIGGENDER

Forbrugerstyrelsen

Erhvervsudvalget
Folketinget
Christiansborg
1240 København K

DIREKTØREN

15. oktober 2007
Sag 102/1-127/LPK/jv

**Invitation: Konference om god klagehåndtering – gør god klagehåndtering til en vin-
derstrategi**

Forbrugerstyrelsen og Dansk Erhverv har hermed fornøjelsen at invitere til en international
konference om god klagehåndtering

Mandag den 5. november 2007 kl. 9.00-16.30

Konferencen, der foregår på engelsk, afholdes hos Dansk Erhverv, Vester Farimagsgade 19,
1506 København V.

Målet med konferencen er at vise, hvordan en strategisk tilgang til kundehenvendelser og kla-
gehåndtering kan bruges til at skabe udvikling, tilfredse kunder og øget indtjening.

Undersøgelser viser, at over 80 pct. af kunder, der klager, gerne vil foretage genkøb, hvis de
oplever, at deres klage tages alvorligt og behandles fair og effektivt. Utilfredse kunder har vi-
den, som virksomhederne kan bruge til at ændre på de forhold, som kunderne er utilfredse
med.

Nogle virksomheder har med succes udnyttet kundehenvendelser og kundeklager til at skabe
innovation og vækst. Konferencen vil byde på fortællinger fra nogle af disse virksomheder
om deres arbejde og resultater. Konferencen vil ligeledes præsentere ny viden inden for om-
rådet i form af forskningsresultater.

Deltagelse i konferencen er gratis. Tilmelding til konferencen kan ske inden 30. oktober 2007
på <http://cm.nidab.com>.

Med venlig hilsen


Louise Holck

Complaint Management

- and Complaint Driven Innovation



Hosted by
National Consumer Agency and
Danish Chamber of Commerce
Copenhagen, Denmark 5 November 2007



MINISTRY OF FAMILY
AND CONSUMER AFFAIRS
National Consumer Agency

Danish
Chamber
of Commerce

Turn complaints into good business

Research shows, that one in three complaints never surfaces. It also shows, that costumers are more dissatisfied than their complaints indicate. Business therefore risk failing to identify the challenges they have in the market if they underestimate unhappy costumers and their depths of discontent...

Customers complaints are information of great value for companies. By using this valuable information the companies can improve products and services in order to match consumer's needs and keep them as costumers. Eight out of ten costumers will buy products and services from a company

**Moderator: Senior Manager Morten T. Pedersen,
Future Lab Business Consulting**

09.00 Registration
Coffee/tea

09.45 Opening remarks
Director General Kim Munch Lendal,
The Danish Chamber of Commerce

Official opening
Minister for Family and Consumer Affairs
Carina Christensen

10.15 Keynote session 1: Setting the Scene

Customer complaint management – latest research

- Customer complaint management – a brief intro
- Main trends within customer complaint management and their affects on business strategy
- Main trends from Denmark and Sweden
Professor Ricky Wilke, Copenhagen Business School

Coffee Break

10.55 Case session – 5 cases on strategy, process and performance in consumer complaints. Case introduction description of case areas: strategy, process and performance.
Moderator: Senior Manager Morten T. Pedersen, Future Lab Business Consulting

CASE: The best things in life are free: how to learn from customers and employees to build customer experiences.

- How can both customer complaints and employee feedback be used to enhance customer experiences?
- How are the demands of the 21st century customer challenging organisations to become more proactive?
- How is the social web changing the nature of customer word of mouth? – and how can organisations capitalise on this phenomenon?
Customer Experience Futurologist Nicola J. Millard, BT Group

CASE: Complaint management, customer segmentation, branding and loyalty

- Handling complaints, the first steps in a process in motion.
- Catering for target group's specific needs and using customer complaints in meeting them
- Challenges and results so far, in using customer complaints
Chief Development Executive Jesper Boysen, Elkjøp Nordic

CASE: Complaint management principles and best practice

- An organization that truly welcomes, values and uses complaints to inspire and guide improvement will deliver better products and services than one that does not
- Lessons from the private and public sector
Professor Alice Brown, Scottish Public Services Ombudsman

again if they experience that complaints are being taken seriously and handled effectively and fair. That is good business!

On November 5 The Danish Consumer Agency and The Danish Chamber of Commerce has invited a host of businesses and researchers to share their

experiences and knowledge on complaint management in companies.

Learn from others mistakes and successes and get inspired to make customer complaints your strength.

12.35 Lunch

CASE: CASE: How to grow revenues from retained customers
→ Understanding today's complaint culture
→ Scoring points: How Virgin Trains is winning customer loyalty
→ Value increment from complaint management system
Franchise Director Kevin Pearce, Virgin Trains

CASE: CASE: How to make good business out of complaint management
→ Complaint management across the organisation
→ Costs of implementing complaint management in ECCO
→ Complaint management and the bottom line
Head of Business Development, Dethlef Burgwald, ECCO International Sales

Panel debate: Best practice - complaint management

Customer Experience Futurologist Nicola J. Millard, BT Group.
Chief Development Executive Jesper Boysen, Elkjøp Nordic.
Professor Alice Brown, Scottish Public Services Ombudsman.
Franchise Director Kevin Pearce, Virgin Trains
Head of Business Development, Dethlef Burgwald, ECCO International Sales.

15.10 Coffee Break

**15.30 Keynote session 2:
Complaint management - do's and don'ts**

→ **Complaint management optimisation**
How to make complaint handling efficient, transparent and fair
→ **Key components of an effective complaint handling process**
Director Regulatory & Risk Management UK
Financial Services, Jenny Clayton, Ernst & Young

16.00 Closing remarks
Director General Louise Holck, National Consumer Agency

16.30 Reception

Date: 5 November 2007
Venue: The Danish Chamber of Commerce
Vester Farimagsgade 19
1506 København V
Fee: Free of charge
Conference registration required
Registration: Please access: <http://cm.nidab.com>
Final date of registration 30 October 2007
Hotel: Please see information at registration home page.



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