

What are the pros and cons of "goodwill gestures" or compensation as proactive ways of saving time and heading off complaint escalation?

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Context

- My Experience
- Demographics of the Public Sector
- Complex Statutory Complaints Processes and Regulation
- Ombudsmen and Compensation
- Increasing Litigious Complaints Culture?

Is The Question Valid?

- Wrong Doing versus Service Failure
- What scope for compensation or 'goodwill gestures'?
- What experience and research tells us
- Is it even appropriate?

Challenges for early *compensation*

- Immature complaints culture and processes
 - Overly defensive responses
 - Lack of training
 - Lack of autonomy
 - Confusing acknowledgement with admissions of guilt
 - Failure to recognise customers are intelligent and understanding
- Recognition of appropriate cases
- Lack of imagination

Pro's and Con's

Pro's

- Restore customer position to where it should have been
- Can reinforce commitment to improve service
- Creates greater empathy and understanding
- Enhances reputation?

Con's

- Can create compensation expectation in customers
- Harder in some public sector industries
- Difficult to deliver consistently
- Only really suitable in minor cases / service failures
- Is it a customer priority?
- Requires skilled and autonomous practitioners

Questions and Thanks

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