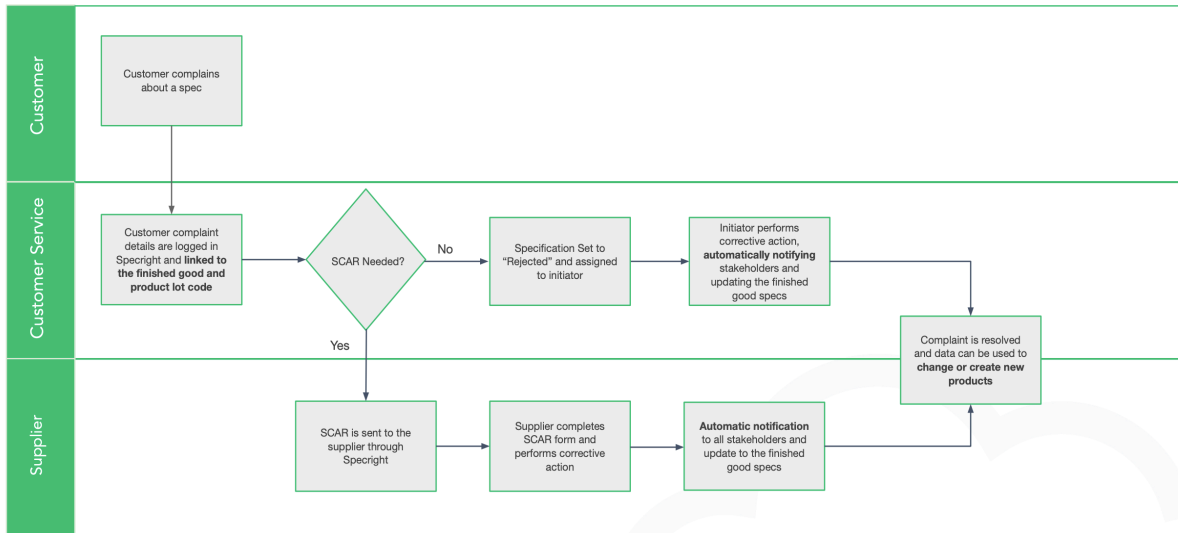




# Turn Customer Complaints Into Insights

Customer complaints are an untapped source of product development and refinement - when captured correctly. It's crucial to have the proper workflows in place to escalate complaints to the right department and reach resolution quickly. Check out our sample customer complaints workflow and get a sneak peek of how to do this in Specright.



# 1

To ensure your organization is actionable on every customer complaint, set up a workflow.

Our key takeaways? Make sure you link the complaint to the finished good and product lot code, route the complaint to the right stakeholder, and turn on automatic notifications to **make sure no complaint goes unhandled**.

# 2

With Specright, it's easy to bring your customer complaints workflow to life.

As shown below, complaints are linked directly to finished goods and product lot codes, so users can quickly look up any product information like quality expectations, supplier information, and more. The product lot code enables users to track all goods from a batch, in case the quality issue is batch-level. Also, you can tie corrective actions to the complaint and turn on automatic notifications so **involved stakeholders know about the problem immediately**.



The screenshot displays the Specright interface for a customer complaint. The main record is for Quality ID CC-00325, Finished Good/BoM Charcoal Smoothie, and Product Lot Code PLC-09112020. The complaint category is Texture, and the description notes the product is 'too watery'. A linked SCAR (SCAR-00326) is shown with a status of 'Under Review'. The interface includes navigation tabs, a search bar, and a detailed view of the complaint and its associated actions.

Quality ID	CC-00325	Record Type	Customer Complaint
Finished Good/BoM	Charcoal Smoothie	Status	Requires SCAR
Supplier			
<b>Details</b>			
Date Complaint Logged	8/7/2020	Date of Customer Call/Email	8/7/2020
Sales Channel	Distribution		
Complaint Category	Texture		
Product Lot Code	PLC-09112020	Product Lot Code Unknown	
SKU			
Product Description	Sunday Riley's skin-polishing body scrub targets bumpy, textured, flaky skin (including Keratosis Pilaris or 'chicken skin' on the arms and thighs) with a dual-action exfoliation system. Salicylic acid and lactic acid work to clarify and smooth bumps and		
Specification			
Expiration/BLUB Date	8/2/2022		
Description/Notes of Complaint	Product too watery.		
Customer Name	Jane Smith	Requested Return of Product	
Created By	Specright Team, 8/7/2020 12:30 PM	Last Modified By	Specright Team, 9/11/2020 12:05 PM