

Complaints Overview – Vendor Employees



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Complaints Overview

Introduction

Bank of America's CEO, Brian Moynihan, has charged employees with putting the customer at the center of every interaction. Vendors, too, should be aware of this direction as they serve Bank of America customers.

"We are here to meet the financial needs of our customers and clients by connecting them to the full capabilities of our company. At the core, this means putting the customer at the center and making every interaction count. This includes resolving questions and concerns from our customers quickly and courteously. This is an important part of how we will win more of our customers' business, grow our company and achieve our purpose to help make financial lives better."

—Brian T. Moynihan, President and CEO, Bank of America



Course Objectives

After completing the course, you should be able to:

- Describe the benefits of identifying and capturing complaints.
- Define a complaint.
- Define a customer and a non-customer.
- Describe the importance of identifying and capturing complaints.
- Identify complaints for your line of business (LOB).
- Describe the importance of document-only versus complaints that require follow-up.



Benefits of Identifying and Capturing Complaints

Bank of America is committed to ensuring that all complaints are handled effectively and consistently. Understanding Bank of America's customers' expectations and concerns, and making changes to address them, will help create a positive customer experience. More positive interactions will lead to more satisfied customers, paving the way for relationship-building conversations and helping the Bank move forward on the path to be #1 in customer satisfaction. "As a vendor employee, your help is needed in changing the way Bank of America documents and handles complaints."



Why is Bank of America making changes to the way it handles complaints?

Good question. It is important to collect key information to improve the experience for customers and future customers. This paves the way for relationship building and also helps improve Bank of America's service commitment.

The new changes will also help the Bank meet regulatory expectations regarding complaints handling.



Benefits of Identifying and Capturing Complaints, continued

Not only is it the right thing to do...

- By capturing complaints, you are empowered to help the bank meet customers' needs. Reviewing complaints enables Bank of America to identify opportunities to improve the products they offer and the way they deliver service.
- For Bank of America customers, capturing complaints helps to ensure that customer concerns are being reviewed and addressed.



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What is a Complaint

Bank of America is adopting a broader definition of a complaint than has been used in the past.



What is a complaint?

A complaint is any written or oral statement expressing dissatisfaction about bank products, policies or service. Routine service inquiries are typically not complaints, and are often simply requests for assistance.

Bank of America vendor employees should assess the customer's tone and emotion to determine if he or she is expressing dissatisfaction.



How to Distinguish Between a Customer and a Non-Customer

Bank of America documents complaints from both customers and non-customers.



How do I distinguish between a customer and a non-customer?

A customer is an account holder at the Bank and a non-customer is someone who does not have an account and uses a service that the bank offers.



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Customer Versus Non-Customer

Customers

Current account holders who have an account with Bank of America, examples include:



A home loan from Bank of America



A Bank of America checking or savings account



A Bank of America automobile or student loan



A Bank of America credit card

Non-Customers

Non-account holders typically use a Bank of America service, examples include:



Using a bank ATM



Someone applying for a new loan



Cashing a check



Someone applying for a new account or being solicited for a new product or service

Important: You will receive more detailed information on documenting complaints for authorized 3rd parties and those acting on behalf of a deceased account holder.

Importance of Identifying and Capturing Complaints



Bank of America is required to capture complaints. It's an opportunity to identify, document and improve as Bank of America strives to be #1 in customer satisfaction.

Capturing and documenting dissatisfaction will increase the volume of interactions in which you will be asked to document. This increase in volume is not a reflection on you.

Even if the complaint is about an interaction that the customer had with you or a peer, it must still be documented.

We acknowledge that capturing complaints in certain situations may be uncomfortable, but you are asked to capture all complaints.

Importance of Identifying and Capturing Complaints, continued



If I can address the complaint when speaking to the customer, do I still have to document it?

Yes, Bank of America requires documenting of all complaints.

Take the opportunity to accurately capture the information while you are working with the customer or non-customer or immediately following your conversation with him or her.



How to Identify a Customer Complaint

Review the examples of complaints displayed here to understand the types of complaints that you may encounter in your day-to-day work.

"I am very **upset** about the experience I had yesterday with one of your customer service representatives."

"When I opened my account, I was told there would be no fees. I want the fees refunded **immediately**."



"This is the **third time** I've requested that you correct my address."

"I'm going to contact my **Congressman** about how my mortgage loan has been handled."

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How to Identify What Is Not a Customer Complaint

Not every interaction is a complaint. You should be able to distinguish between complaints and requests for assistance. Customer interactions that are requests or inquiries, lacking emotion directed towards Bank of America, are not complaints, and do **not** need to be captured. Below are examples of requests or inquiries.

Routine customer service inquiries

"I just opened my statement. I saw a fee on my statement and I'm not sure why, as I thought I qualified for a no fee account."

"I've received this fee the last two months. I'm frustrated and embarrassed that I've let my balance drop below the minimum and didn't realize it."

"I'm calling to get my Online Banking passcode reset again. I keep locking myself out."

"I had to wait almost five minutes to get to you. You must be very busy."

"I heard on the news that a store where I shop had its data hacked. I'm very upset with them and I don't understand how they let it happen. I'll never shop there again."

Rationale

Generally, such statements are not a complaint unless the customer expresses anger or frustration with the handling, treatment or process.



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Activity

For the examples below, decide if the statement is a complaint or a request.













Examples	Is this a complaint or a request?	
"I'm calling to get my Online Banking Passcode reset again. I keep locking myself out."	Complaint	Request
"I was charged an overdraft fee, but my linked credit card did not cover it when you told me it would. I want the fee refunded immediately."	Complaint	Request
"I have received this fee the last 2 months. I'm frustrated and embarrassed that I've let my balance drop below the minimum and didn't realize it."	Complaint	Request
"I made a deposit at the Bank of America Main Street ATM, but it is not showing up on my statement. I do not have the time to run around to different banks to get this straightened out."	Complaint	Request
"I don't understand. No, I am not a Bank customer, but this check is from someone who is. Why would you charge me a fee for cashing it since it's a Bank of America check? That makes no sense."	Complaint	Request
"I placed an order for my checks three weeks ago, and I called several times to check on the status. I'm leaving on vacation this Friday and need to have those checks before I go."	Complaint	Request

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Activity - Feedback

Check your answers.

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"I'm calling to get my Online Banking Passcode reset again. I keep locking myself out."	Complaint 	Request 
"I was charged an overdraft fee, but my linked credit card did not cover it when you told me it would. I want the fee refunded immediately."	Complaint 	Request 
"I have received this fee the last 2 months. I'm frustrated and embarrassed that I've let my balance drop below the minimum and didn't realize it."	Complaint 	Request 
"I made a deposit at the Bank of America Main Street ATM, but it is not showing up on my statement. I do not have the time to run around to different banks to get this straightened out."	Complaint 	Request 
"I don't understand. No, I am not a Bank customer, but this check is from someone who is. Why would you charge me a fee for cashing it since it's a Bank of America check? That makes no sense."	Complaint 	Request 
"I placed an order for my checks three weeks ago, and I called several times to check on the status. I'm really annoyed. I'm leaving on vacation this Friday and need to have those checks before I go."	Complaint 	Request 

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What is a Complaint?

Knowledge Check

The statements in bold **are** examples of complaints and must be documented.

- ❖ "I'm calling to get my Online Banking Passcode reset again. I keep locking myself out."
- ❖ **"I am very upset about the experience I had yesterday with one of your customer service representatives."**
- ❖ **"I have now contacted you twice to request a new ATM card and still haven't received it."**
- ❖ "I have a problem with my income taxes and need to get copies of my statements immediately."



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What is a Complaint?

Knowledge Check

The statements in bold **are not** examples of complaints and do not require you to document them.

- ❖ **"My loan application was denied and my decline letter said it was due to an insufficient credit score."**
- ❖ "When I opened my account, I was told there would be no fees. I want the fees refunded immediately."
- ❖ "I can't believe you turned me down for a credit card. I have been a customer for 10 years. Doesn't that count for anything?"
- ❖ **"I need to update my address, because I have just moved."**



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Documenting Complaints

Documenting Complaints



Now that I understand how to identify complaints and know why it is important, how do I actually document complaints?

If the complaint is something that you can immediately take action to address, then you are asked to resolve it, capture it as a "document only" complaint and forward it to Bank of America.

If you determine that the complaint is something that needs follow-up, then you are asked to capture it as a "Follow-up required" complaint and escalate it to Bank of America.

You will be provided with further instruction on how to capture a complaint that only requires documentation, in addition to a complaint that requires follow-up or fulfillment.



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Key Learning Points

Here are the key learning points from the course:

- By capturing complaints, you are empowered to help the Bank meet customers' needs. Reviewing complaints enables Bank of America to identify opportunities to improve the products they offer and the way they deliver service.
- For Bank of America customers, capturing complaints helps to ensure that customer concerns are being reviewed and addressed.
- A complaint is any written or oral statement expressing dissatisfaction about bank products, policies or service.
- Customers are current account holders who have one or more accounts with Bank of America.
- Non-customers are non-account holders who typically use a service offered by Bank of America.
- As a Bank of America vendor employee, you are being asked to document all customer and non-customer complaints.



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Key Learning Points, continued

- While communicating with customers or non-customers, it is necessary to identify whether they have a complaint or if they are requesting assistance. By listening and assessing their tone/emotion or choice of words, you can identify customer's complaints when they are expressing dissatisfaction about bank products, policies or service. Remember, every customer interaction is not a complaint.
- If the complaint is something that you can immediately take action to address, then you are still asked to capture it as a "document only" complaint.



Complaints Overview

Assessment

Welcome to the final step in completing the **Complaints Overview** course. **In this assessment, you will be asked to respond to questions regarding the definition of a complaint, the ways to differentiate a complaint from a request for assistance and the benefit of capturing complaints.**

You must receive at least a score of **80%** on the assessment to pass.

- Before starting the assessment, you can review the course content.
- In in event you do not obtain 80%, please review the training material and redo the assessment.

