

Our clients include:



CDC Respond is a market leading provider of enterprise complaint and feedback management software for the manufacturing industry.

Drivers for complaints and feedback management

Increase customer satisfaction

Keeping customers happy is key to a manufacturer's long term profitability and requires a proactive approach to customer satisfaction by identifying and resolving issues before they result in lost business. However, as many manufacturers today seldom have a direct relationship with the consumers of their products, it can often be difficult for the 'voice of the customer' (VOC) to reach the production plant.

A complaints and feedback management solution enables manufacturers to capture complaints and feedback directly from their consumers and provides valuable insights into consumer's needs and intentions today and in the future.

Enrich product quality

Customer feedback – including complaints – needs to be measured in order to assess product quality according to customers' expectations and standards. Capturing and analyzing feedback on product quality can highlight where quality problems are occurring and enables the manufacturer to act promptly to fix these in order to improve the overall manufacturing process.

For the manufacturer, producing a higher quality product means fewer warranty claims, product recalls and delayed milestone payments – ultimately having a positive impact on the company's bottom line.

Drive product innovation

Dissatisfied customers represent a constant source of ideas concerning product innovation and improvement. Complaints and feedback data provides manufacturers with visibility into the changing requirements of their customers. Regular analysis of this data identifies trends – such as problems with a particular batch or complaints caused by inadequate documentation – which is key to spotting opportunities for innovation and change.

Enhance process quality

Manufacturing organizations have typically not used customer feedback as a means to improve their processes because they have lacked the capability to capture and manage complaints and feedback.

A complaints and feedback management solution provides manufacturers with the infrastructure to capture, track and analyze customers' complaints and feedback in order to highlight potential issues with internal processes that are causing customer dissatisfaction.

Improve supplier performance

The supply chain is a critical source of competitive differentiation for many manufacturers that are looking for ways to work more efficiently with their suppliers.

In today's global economy, manufacturers work with geographically distributed networks of partners ranging from suppliers to component manufacturers and dealer networks. Controlling and monitoring the performance of all these different elements of the supply chain is key to maintaining and delivering high quality products.

Customer complaints and feedback provide valuable insights into potential 'weak' links in the supply chain process e.g. a faulty product component, lengthy delivery times, poor product packaging, etc., and enable the manufacturer to act promptly to resolve these issues, minimizing reputational and financial damage.

Distinguished customer base

Respond has extensive experience of working with manufacturers to successfully deliver complaints and feedback management solutions.



Our customers have documented impressive results in productivity and return on investment:-

- **Arla Foods** implemented Respond in their customer relations department and now have faster and much improved access to customer information at any given time. Their retailer customers have greater confidence in the company's ability to respond to and manage complaints effectively and efficiently and to identify and act on root causes promptly.
- **Diageo** has seen its complaint volumes reduce by 64% and weekly reports, based on Respond data, provide early warnings of potential product or packaging-related issues.

Demonstrable benefits

- Faster complaint resolution times – more than 90% of complaints resolved within 10 working days
- Reduced volumes of complaints
- Distributors and retailer customers have more confidence in the manufacturer's ability to handle complaints well and to identify and act on root causes quickly
- Improved performance of the end-to-end supply chain by highlighting problem areas in the process
- Productivity gains through ease of management reporting – from 10 days to 2 minutes
- Improved product quality and design, enhanced supplier performance and increased customer satisfaction

CDC Respond's knowledge and experience

Respond's complaints and feedback management solution has been adopted by manufacturing organizations because it provides the leading platform for:

- Successfully managing customer complaints and feedback
- Providing vital customer insights into the quality of products, processes and service delivery
- Monitoring and improving the performance of the end to end supply chain
- Intelligently enabling organizations to change in order to improve customer service, increase customer satisfaction, reduce churn, grow sales and protect brand value

What makes CDC Respond unique

- We are a leading provider of enterprise complaints and feedback management software with over 800 clients worldwide
- We have a proven product solution that has been developed to meet the needs of our manufacturing customers
- We have a dedicated team focused on the manufacturing industry
- We have the ability to support, change and adapt to the evolving needs of our customers – from the smallest customer service team to the largest enterprise solution
- We combine your strategic requirements with our industry knowledge and wealth of practical experience to ensure long term success of your complaints and feedback projects

For more information, please contact Phillip Siu on (02) 8870 7000.

Praxa Limited A member of CDC Software Group

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About CDC Respond

Respond is recognized as a market-leading provider of enterprise complaints and feedback management software. The CDC Respond solution provides organizations of any size with a scalable complaint and feedback management infrastructure. The CDC Respond suite of products enables organizations to improve the customer experience by extending customer service capabilities to front-line staff, while providing extensive management information to drive change and improve business practices. CDC Respond software is proven to deliver cost reductions, increased efficiencies and demonstrably improved processes, services, customer satisfaction and profitability.

For more information visit: www.cdcrepond.com