



GENERAL SERVICE BULLETIN

11-14-49
CHK

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November 9, 1949

To: REGIONS, ZONES AND DEALERS

Subject: NEW PROCEDURE FOR HANDLING CUSTOMER COMPLAINT CORRESPONDENCE

Most Dealers are stepping up to their responsibilities in handling customer complaints quickly and thoroughly. Such handling is of vital importance, not only to the Zone and Factory but to the Dealers' future business as well. The cooperation of Dealers in this respect is sincerely appreciated.

It is important to make prompt contact with a complaining customer and in future, whenever a customer gives us the name of his Dealer, we will forward copies of the correspondence directly to the Dealer as well as sending copies to the Zone Office. This will make it possible for the Dealer to communicate with the customer and in many cases settle the complaint without waiting for the correspondence to come from the Zone Office. In connection with the method of handling complaints, each Dealer has received from his Zone Manager a letter of instructions and typewritten procedure, which should be closely followed.

The change outlined herein is intended simply to give Dealers advance notice that one of their customers has complained so that they may take prompt action, but this in no way changes the previously established procedure for handling complaints. Dealers should continue reporting to the Zone, not to the Factory. The Zone in turn will forward necessary reports to the Factory Customer Relations Department.

Customer satisfaction is becoming increasingly important to all of us. To attain this, we must all work as a team. Transmittal of complaint correspondence direct to the Dealer from the Factory will assist the Dealer by saving him a few days' time in handling the complaint. The usual good cooperation of Dealers in giving close attention to customer complaints will be appreciated.

Very truly yours,

J. A. Carr
J. A. Carr, Manager
Parts and Service Department

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