

# COMPLAINT *Courier*

Faulty product?  
Poor service?  
Safety issues?  
Warranty problems?

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Don't Be Shy,

Complain Effectively!

It can happen to the most careful consumer. You receive poor service or purchase a defective product and don't know where to turn.

The **Canadian Consumer Information**

**Gateway**, can show you the way - by using the *Complaint Courier*, an online tool devoted to the art of complaining effectively.

Just click on "*File a Complaint*" and you'll have access to the resources and expert advice you need.

## Step 1

### Complaint Assessment

This Step customizes the *Complaint Courier's* approach to your needs. All you have to do is click on your province or territory, and the nature of your complaint type. This self diagnosis ensures that the information and tools throughout the rest of the process are tailored to your specific situation.

## Step 2

### Rights and Responsibilities

As a consumer, you have the right to expect quality products and services at reasonable prices, and the right to complain if you're not satisfied with your purchases. But you also have responsibilities: to find out about a store's policies—especially on refunds and exchanges—before you buy, and to present your complaints accurately and fairly afterwards. This step helps you determine what your rights and responsibilities are for your particular situation, so that you are better equipped to deal with the business or complaint handling organization.



### Step 3


## Contact the Business

If you want to complain, you have to contact the business concerned, preferably as soon as possible. A phone call or visit could be a good place to begin. Start and keep a file to record important details—Who did you talk to? When? Where? What was the response?

Tip—Use the *Complaint Courier's* interactive Dialogue Coach. It offers guidance and suggestions for pertinent questions, appropriate language, and even possible rebuttal strategies!

### Step 4

## Write the Business



If talking doesn't work, write the business. Often a formal letter directed to a more senior official in the company can help you achieve satisfaction. Allow ten working days for a response. You may also wish to forward a copy of your letter to the Better Business Bureau.

Tip—You can use the *Courier's* Letter Wizard to write the letter for you, then print the letter and send it by registered mail.



## Step 5

## Submit Complaint Form

If you still can't reach a successful resolution you can use the *Complaint Courier* to register your complaint online. This step ensures that your complaint ends up at the right place, by seamlessly channeling the details to seek redress, to the appropriate complaint handling organization. You will be asked to print a receipt of your complaint for future reference and be provided with the organization's contact information, should you need to follow up.



## Step 6

## Legal Options

If you have not reached a successful resolution through the complaint handling organization, you may want to consider legal options such as small claims court, explore the possibility of joining a class action suit, or seek legal counsel. Customized information for the jurisdiction in which you reside will be presented to you here.

# The *Complaint Courier's* Seven Tips for Complaining Effectively

**Don't be afraid to complain.** Good businesses are pleased to correct mistakes. They know that happy customers are their best source of advertising.

**Don't procrastinate.** Act as quickly as possible, or you may decrease the odds of success.

**Talk to the right people, in the right order.** Give each person enough time to resolve your complaint. Start with the sales clerk, then move on to the customer service office, then the manager, then the head office.

**Negotiate realistically.** If you can't get a refund, perhaps you can exchange the item for something else.

**Be polite.** You'll get better results if you explain the problem and ask for help politely. Anger or threats will get you nowhere.

**Be clear.** Know your facts, and keep your receipts or cancelled cheques so that you can use them to ask for what you want.

**Keep good records.** Always keep a file of important information. Include sales receipts, repair orders, warranties, contracts, and any letters you may have written to the company.



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Cat. No.: Iu23-9/2005  
ISBN: 0-662-68782-5  
54251B