Welcome to the Future of 'How to Complain'. Its the Greatest Advance in Customer Services.

Friday 6 July, 2012

United Kingdom - July 6, 2012 - Entrepreneur Marlon Naidoo, like many of us, has grown tired of the slack levels of customer service in the UK. But instead of getting aggravated, listening to hold-music and requesting to speak to a superior, Mr. Naidoo has decided to do something about it by launching a Revolutionary, Unique and Brand new Digital Platform called iRateiSlate to enable consumers and companies to both get the justice they deserve and end the misery of Complaints.

The website aims to change the way consumers and businesses interact in trying to resolve the issues that exist between them.

Launched earlier this month and already growing in popularity, iRateiSlate is a simple but efficient tool, which will enable customers to share their experiences, resolve their complaints and scope out a company's reputation by looking at their customer service statistics prior to dealing with them.

This is a review site with a difference. At iRateiSlate it's all about interaction, not only do they give consumers the opportunity to share their experiences, it also provides the most effective avenue for companies and consumers to interact, providing a innovative new way for companies to manage their reputations, brands and complaints by converting negative feedback into positive ratings.

The site boasts an array of tools for businesses to monitor their own ratings and those of their competitors, as well as adding a compliment button on their site that, when clicked, will update as a compliment. Companies can now monitor and respond to reports and reviews that are submitted by consumers and negotiate an amicable resolution to problems quickly and efficiently and to mitigate the effects of negative reviews.

The Complaints Procedure is simplified significantly for consumers, allowing them to register their comments without the need for a lengthy, complicated and frustrating process. Customers can update their status to reflect their satisfaction and resolution experience. Companies can display their statistics and demonstrate to customers that theyre desirable firms with which to do business.

Founder of the company, Naidoo is excited about the launch:

This unique approach to the service industry will be well received by both consumers and companies alike in creating a platform where consumers can report on the service that they receive and companies can monitor and resolve the issues that affect their customer service levels

He emphasises that its not just somewhere people can go to complain, but a resource that will resolve complaints and rebuild consumer faith in the UK marketplace:

Companies can use the service to improve their image and retain existing clientele that they might otherwise lose to competitors.

Naidoo was keen to replace the traditional methods of complaining with something more modern and accessible. iRateiSlate is also currently developing a Facebook application that allows businesses to post their rankings on their social media page.

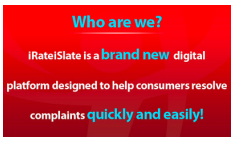
For consumers, they may never have to hear the sound of irritating hold-music again and for companies? Unless they want to put their reputation on hold, theyll realise this could be one of the greatest advances in customer service yet.

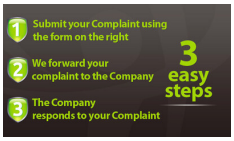
Have your Say and Complain or Compliment the service you receive.

For more information: call us on (01865) 92 22 92 or Email Us

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Company Contact:

iRateiSlate LTD

T. 01865922292
E. info@irateislate.co.uk
W. https://www.irateislate.co.uk

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