

About OMICS Group

OMICS Group International is an amalgamation of Open Access publications and worldwide international science conferences and events. Established in the year 2007 with the sole aim of making the information on Sciences and technology 'Open Access', OMICS Group publishes 400 online open access scholarly journals in all aspects of Science, Engineering, Management and Technology journals. OMICS Group has been instrumental in taking the knowledge on Science & technology to the doorsteps of ordinary men and women. Research Scholars, Students, Libraries, Educational Institutions, Research centers and the industry are main stakeholders that benefitted greatly from this knowledge dissemination. OMICS Group also organizes 300 International conferences annually across the globe, where knowledge transfer takes place through debates, round table discussions, poster presentations, workshops, symposia and exhibitions.

About OMICS Group Conferences

OMICS Group International is a pioneer and leading science event organizer, which publishes around 400 open access journals and conducts over 300 Medical, Clinical, Engineering, Life Sciences, Pharma scientific conferences all over the globe annually with the support of more than 1000 scientific associations and 30,000 editorial board members and 3.5 million followers to its credit.

OMICS Group has organized 500 conferences, workshops and national symposiums across the major cities including San Francisco, Las Vegas, San Antonio, Omaha, Orlando, Raleigh, Santa Clara, Chicago, Philadelphia, Baltimore, United Kingdom, Valencia, Dubai, Beijing, Hyderabad, Bengaluru and Mumbai.



Why Product Education is the most effective proactive approach to defending frivolous litigation

Tabitha Odell
Cosmetic Answers

MOTIVATION FOR ACTION

America is currently one of the most litigious societies. We find that there are many frivolous complaints filed against service providers and product manufacturers where the complainant knows that there is no real problem, they just want to see how much they can get. These people are practiced in the art of pretending and are usually very convincing in their argument.

We must prepare for these people and defend our services and products.

The first thing in preparing for consumer issues is to have a consumer relations plan in place. That plan will start with the 4 core elements of customer strategy

Service Reliability

- Attitude &
- Design

Service Surprise

- Details &
- Extra Effort

Service Recovery

- Remedies &
- Recommendations

Service Fairness

- Expected &
- Trusted

Defining the 4 core elements of customer strategy

Service Reliability

- Accurate & dependable service – consistency of information

Service Surprise

- Service that makes the consumer say “that was great service”

Service Recovery

- Regaining consumer confidence when service has been deficient

Service Fairness

- Conducting business in the ethnically – solution fair to both company and consumer

Service Reliability

Consistency of Information provided to the consumer

When dealing with the consumer it is imperative that you have consistency of information. This is where you provide education for your consumer.

All of your avenues to messaging for the consumer must say the same thing the same way and anyone who has contact with your consumer must maintain the same consistency when interacting with the consumer.

Product education

Consistency of Information provided to the consumer

There should be enough information regarding your product on your website, product handouts and packaging to thoroughly inform the consumer to the product attributes, safety and precautions and use.

This is where a lot of products fall short. Companies are so worried about “benefit copy” they seldom give information that would protect them in the event of a lawsuit.

Be careful in what you put in your benefit copy. Be sure to use “helping” words and not say that your product definitively does any one thing, because there will always be the one person it does not work on exactly as you have described.

Educating your consumer/client

Tell the consumer if your product is hypo allergic or not, most consumers believe that if they have a rash it means that there is something wrong with the product. A majority of the population has allergies that have not or do not meet “critical mass” meaning that the allergy is not life threatening so they seldom seek treatment or diagnosis.

Them not knowing that they have an allergy does not prevent them from having it and it is usually what they will attribute to your product or service. Saying that either the product was bad or you didn't check to see if it was good for them.

Have product information handouts for your consumer/client. Tell the consumer of the possible effects that they might experience when using the products.

Have the consumer/client sign a waiver/release acknowledging the risk and stating that they understand what the product is and are in agreement with it being used.

Keep accurate and detailed records on each of your clients – take pictures before and after to show your results.



Education

Are you current on your knowledge

Make sure you stay current on the products you are using. If you are a manufacturer -Know the ingredients and if any are on a “hot list” so that you can explore changing them.

- Have you spoken with your liability or products liability carrier to know what their expectations are?
- Do you know if there are any limits which might affect their defense of you?
- Do you have an excess liability coverage policy?
- Do you have recall insurance?
- Do you have a system in place to stay current with information from the manufacturers or suppliers should a problem arise?

Cosmetologist Client Information

- ✓ Always take notice of client current state when they come in for their appointment
- ✓ Take a picture of the client's appearance – before picture
- ✓ Ask client what they have been using and are currently using so that you have a clear picture of what you are starting with.
- ✓ Get client to sign an acknowledgement of services and waiver for chemical treatments
- ✓ Take a picture of client after services



Manufacturer's Consumer

- ✓ Have a consumer services policy and procedure in place
- ✓ Have a designated person or persons who speak with your consumer. Do not have random employees answering consumer calls.
- ✓ Know the requirements of your products liability policy



Don't throw blame



If you have a consumer/client who contacts you and says they have been injured. Don't throw blame, if you are the cosmetologist, don't tell the consumer that the product was bad. You don't want the manufacturer placing blame on your by questioning your competence. The most likely cause is that the consumer didn't give you all of the information you needed to choose the best product for them. If you throw blame on the manufacturer, then you will find yourself fighting with the consumer and the manufacturer.

You want to contact the manufacturer and have them as an ally not an enemy.

If you receive a complaint are you ready?

- Consumer should be interviewed during initial contact

- A questionnaire should be sent to the consumer

**Consumer Complaint
via: Toll Free Number
email or letter**

Consumer Complaint processed through to Resolution

- Questionnaire is summarized – solution recommended
- Consumer contacted – proposed resolution offered
- If accepted release is sent and received.

- If consumer does not accept proposed resolution then file is sent to insurance company.
- We work with the assigned adjuster to assist with product knowledge and resolution options.

**Consumer transferred
to Insurance Company
for further handling**

Lets Meet again at Cosmetology-2015

4th International Conference and Expo

On

Cosmetology & Trichology

June 22-24, 2015 Philadelphia, USA

Theme: Cosmetology and Trichology: Tracking and Tackling its
Consequences

Website: <http://cosmetology-trichology.conferenceseries.com/>