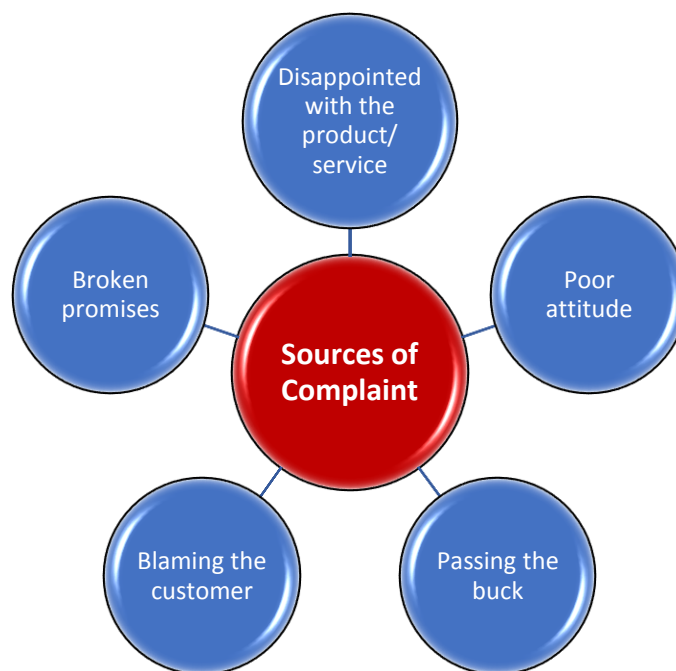




## Handle Complaints

### Reasons why People Complain



### What People Want When They Complain

1. To be taken seriously	10. Knowledgeable help
2. Competent, efficient service	11. Friendliness
3. Anticipation of their needs	12. To be kept informed
4. Explanations in their terms	13. Follow-through
5. Basic courtesies	14. Honesty
6. To be informed of the options	15. Feedback
7. Not to be passed around	16. Professional service
8. To be listened to (and heard)	17. Empathy
9. Dedicated attention	18. Respect



## 7 Steps to Handling Complaints

### 1. Listen

- Let the customer say what they want to say. They have been planning this for a while, so let them get it all out.
- Make eye contact, give them your full attention, show you are listening and do not interrupt.

### 2. Apologise

- If you or your company is at fault, apologise for the mistake with sincerity.
- If you do not believe that you or your company is at fault, empathise with the customer. Say you are sorry for the distress/inconvenience etc.

### 3. Summarise

- Go over the key facts with the customer and seek clarification where necessary.
- Make notes. This will help you to resolve the situation, and it also shows that you are taking the matter seriously.

### 4. Ask

- Ask the customer what they think should happen now. Focus on the future rather than past.
- Find out what they think is a satisfactory outcome.

### 5. Reassure

- Give assurances that you will take responsibility for resolving the issue. Focus on what you CAN do, rather than what you can't do.
- State what will happen now. Only promise what you can personally deliver, and give realistic timescales about when these steps will be completed. Never be tempted to promise a resolution unless it is within your direct control.

### 6. Take Ownership

- Make sure you know how to contact the customer, and tell them how they can contact you.
- Make it your personal mission to see the complaint through to resolution. Don't just pass it on. Keep it on your 'to-do' list until it is resolved.

### 7. Keep Talking

- Maintain regular contact with the customer to update them with what is happening.
- Always make sure that you contact them when you said you would, even if you have nothing new to report. At least the customer knows that you are still working on their behalf.