

City and Guilds Customer Service Level 1

Activity 2: Understanding the Customer Complaint-Handling Process

Instructions: Of the eight statements below, identify those which are True and those which are False.

1. Good eye contact with a customer is important.
2. Hearing and listening are the same thing.
3. Only apologize if you are at fault.
4. Apologizing to a customer makes you look "small".
5. If a customer has an issue, he/she wants to be heard out.
6. Customers appreciate prompt action more than promises.
7. There is no need to thank a customer who has just "cussed" you out.
8. Disappointed customers can actually be turned into great customers.