

Worksheet

Handling Customer's Complaints



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The Challenge

Take some time to think about the last customer complaint you received or witnessed and write it down a summary

(E.g. Mrs Musyah was disappointed with the product quality)

Now write down how you first responded. Not how you dealt with the issue. Focus purely on the first few words you used to acknowledge the complaint. Write it down:

(E.g. " I'm sorry you feel that way Mrs Musyah")

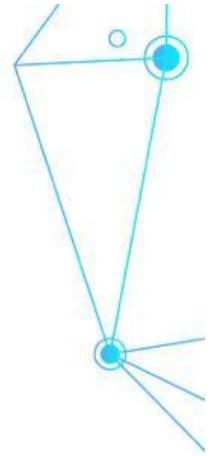
There are certain phrases and key words you should use at this first stage, tick the boxes

you felt you covered with your response:

- Did you acknowledge them by name?
- Did you take ownership of the issue by stating your name?
- Did you empathise with the customer with a phrase like "that must be disappointing"
- Did you paraphrase the issue back to the customer?

Now using your new knowledge, have a go at writing a great first response to a typical customer complaint you deal with? If you write it down and read it out it will become second nature when in a live customer environment:

(E.g. "I'm sorry Mrs Musyah- that must have been very disappointing. My name is... and I'm going to fix for you. Let me just recap what you told me to make sure I captured all the detail")



Getting an apology right can be difficult. Circle the phrases you use when dealing with customer complaints:

" I'm sorry that you feel that way"

" I'm sorry that you think I'm not being clear"

'I'm sorry I caused this frustration

"I'm sorry for the trouble"

Imagine you work at Joe's dinner and a customer is unhappy with how long it has taken for the food to arrive.

How would you deal with this scenario?

"We ordered our food over an hour ago, this is simply unacceptable"

Circle the response you think offers the best solution:

"I'm sorry for your wait- I'll go and tell the chef right away and get your order prioritised and we won't charge you for the meal"

"I'm very sorry you've had to wait so long, it is totally unacceptable. How can I fix this for you?"

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Why do you feel this is the right response? Write it down:

You need to start think of a customer complaint as a gift. Take some time to think about how you will thank the nest customer that complaints to you. Make sure you included the key phrases below when you write it out:

- 1. Thank the customer by name.**
- 2. Take ownership**
- 3. How will the customer know it won't happen again?**
- 4. Explain you will share the issue with the team.**
- 5. Why is the feedback important to you?**
- 6. Did you ask if they need any further help?**

Action Plan

Key Skills (What are the key skills you have learnt during this course?)

What will you do differently in the workplace?

What obstacles might get in the way of you achieving this?

What or who may help you overcome these barriers?