

UNIT 12: CUSTOMER SERVICE

HOW TO DEAL WITH CUSTOMER COMPLAINTS

Listen and match the situations (1-5) with the appropriate actions that customer service staff should do (a-e).

1. A customer is angry about a mistake.	_____
2. An angry customer describes the problem.	_____
3. A customer complains but doesn't demand any action.	_____
4. A customer demand action but the company can't do what the customer wants.	_____
5. The customer is a very difficult person.	_____

- a. suggest a solution*
- b. say what you can do*
- c. stay calm*
- d. accept that you probably won't find a solution*
- e. listen carefully and repeat to check*

Listen again and answer the following questions.

6. When a customer shouts at them, employees often think that it isn't their responsibility because they didn't make the mistake.
 - A. True
 - B. False
7. What means 'solve the problem professionally'?
 - A. stay calm
 - B. deal with the complaint even if it isn't your fault
 - C. follow a fixed routine to solve the problem
 - D. all of these above
8. Which word makes the customer feel confident that the employee is going to do something?
 - A. might
 - B. can't
 - C. will
 - D. not all of the these above

How to deal with customer complaints:

- Stay calm to deal with the complaint even if it isn't your fault
- Follow a fixed routine to solve the problem, for example LEARN routine.

9. Complete the words with correct letters to find out what LEARN stand for, and then put a-k in the correct cells to have an explanation about LEARN routine

LEARN ROUTINE	
L -----	-
	-
E -----	-
	-
A -----	-
	-
R -----	-
	-
	-
	-
N -----	-

a. Show that you understand how the customer is feeling

b. Listen carefully

c. If a customer complains but doesn't demand any action, suggest a solution.

d. Don't interrupt when the customer explains the problem

e. Tell management about the problem

f. Say 'sorry'

g. Repeat what customers say to check

h. If a customer demands action but the company can't do what the customer wants, say what you can do.

i. Promise to do something with 'will', not 'might' or 'can't'.

j. If the customer is so difficult that you aren't be able to come to an agreement, accept that you probably won't find a solution.

k. Not just say 'sorry' but 'please accept my apology'