



# Handling Complaints

Key Points to Solving Problems  
and Retaining Customer Loyalty

# Handling Customer Complaints Properly will:

- Reduce losses/improve retention
- Build/strengthen relationships
- Develop trust
- Diffuse anger





## **When a customer is complaining do not react emotionally, but rather:**

- Listen
- Let the customer explain
- Show understanding/empathy
- Ask questions to make sure you understand
- Offer to solve the complaint or promise to take the steps necessary to solve the complaint if you are unable to solve it.
- Keep your promises/follow through



# The Two Most Important Steps in Handling Complaints

- 1. Listening**
- 2. Analyzing what the customer has said to ensure complete understanding**



# A Complaint Is An Opportunity To Prove Your Value

- A complaint is communication by the customer to us.
- Don't see a complaint as negative, but as an opportunity to fix a problem and show our commitment.
- Understand that an angry customer voicing a complaint is what makes the complaint appear to be negative. It is the emotion behind the complaint that is negative.



Failing To Respond To A  
Complaint leads to a dissatisfied  
customer and eventually a  
**LOST CUSTOMER.**



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## UNDERSTANDING/EMPATHY

- Show that you have no desire to argue (Even if you win, you lose)
- Do not admit to blame when you don't know who's at fault.
- Admit the problem if it is genuine, real or perceived to be real by the customer.





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## WORDS THAT CONVEY UNDERSTANDING AND EMPATHY

- **I SEE**
- **I UNDERSTAND**
- **OF COURSE YOU ARE ANGRY**
- **I CAN CERTAINLY UNDERSTAND WHY YOU FEEL THAT WAY**
- **I CAN'T BLAME YOU FOR FEELING THAT WAY**



# Handling Customer Complaints

Transitions that help to soften complaints:

- I agree with...
- I appreciate that...
- I respect that...
- I understand that...



# Handling Customer Complaints

Let the caller vent, that's usually why they pick up the phone. After that, Ask questions:

- To get the customer involved by getting them to talk.
- To gain further information
- To clarify the specifics of the complaints
- To determine the degree of the problem



# Handling Customer Complaints

Offer solutions:

- Don't promise what you can't deliver.
- Never blame others or the company (you are the company)
- If you are unsure of a solution, ask what the customer would like us to do. If it is something we can't do, (send a check), offer a different solution.



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KEEP YOUR PROMISES!!!!

Your word is your bond, don't sacrifice your credibility by not keeping your word.



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