

Townsend Building Services

Steps in Managing a Customer Complaint

- ① Listen to the complaint. Simply giving a customer your time and attention without interruption can go a long way to solving the issue at the beginning.
- ② Thank the customer for bringing the issue to your attention. Saying "thank you" is one of the powerful phrases in any language. Saying thank you at the beginning is much better than at the end when it may sound scripted.
- ③ Apologise to the customer when it is clearly our error.
- ④ Empathise with the customer's difficulties. This does not mean apportioning blame. Use comments such as "I know how frustrating these delays can be", or "you must have been upset to find such a fault."
- ⑤ Reassure the customer that you will resolve their complaint on behalf of the company. Never blame the customer even though it may have resulted from customer mistakes or invalid expectations
- ⑥ Explain what will happen next. If frontline staff do not know how to solve the problem they should assure customers that the relevant manager - if possible give the name - will be contacting them. Nominate a time for response.
- ⑦ Gather information to create an action plan.
- ⑧ Take immediate action. Speedy resolution of a problem is one of the best ways to retain customer loyalty.
- ⑨ Follow through and always meet your commitments. Do not promise anything you cannot deliver.
- ⑩ Spoil the customer with constant feedback, exceed their expectations. For insurance claims ensure the assessor and/or insurance officer is kept fully apprised.
- ⑪ Follow up to see if the customer is satisfied.
- ⑫ Take action to prevent recurrence of the problem and make appropriate changes to your procedures.