

What is a Complaint

An expression of dissatisfaction made to an organization, related to its products (services), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected

Steps to Creating Good Customer Service

Make eye contact and greet a customer to show you are available to provide them service as needed. You should have a good understanding of the product or service you provide, so that if a customer needs assistance, you are able to deliver a satisfactory response. Assume attentive posture to convey confidence and a helpful attitude. Smile often, if appropriate, or model the emotion that is suitable to the situation

The Aggressive Customer

Readily complains, often loudly and at length. Your response: Listen completely. What not to do: Be aggressive in return. This customer does not respond well to excuses or reasons why the product or service was unsatisfactory. Always follow company policy

The High-Roller Customer

Expects the absolute best and is willing to pay for it. Likely to complain in a reasonable manner. Your Response: Always listen respectfully and actively question to fully determine cause. Always follow company policy

The Rip-Off Customer

Their goal is not to get the complaint satisfied but to win by getting something that is not entitled to be received. Often replies with a repetitive "not good enough" response. Your Response: Remain objective. Use accurate data to back up your response. Be sure the adjustment is within the range of what the organization would normally do. Always follow company policy

The Chronic Complainer

Never satisfied, feels there is always something wrong. Your Response: Extreme patience is required. Listen carefully and never get angry. It is best to give sympathy, a sincere apology, and a promise to correct the situation

The Meek Customer

Generally, will not complain. Most dangerous to businesses because they will most often complain to others. Your Response: Must work hard at soliciting comments and complaints to act appropriately to correct those problems

DEALING WITH COMPLAINTS

- take each complaint seriously, listen to your customer, admit that the mistake has been made and say sorry, accept personal responsibility, take immediate action, offer a compensation, thank the customer for making the complaint



## COMPLAINT

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making the complaint

-call, visit the agency, state the problem, give information, ask for compensation, accept or refuse compensation, apologize once again, thank them for immediate action