

The 5 Step Complaint Handling Process



Follow this process for successfully handling customer complaints:

STEP 1: LISTEN

- When a person wants to complain, they want someone to listen to them. Let them get out all the information before saying anything.

STEP 2: TAKE NOTES

- Repeat back what the customer says
- Ask questions to get more information, but not too many

STEP 3: APOLOGIZE

- The customer is always right, this is their right!
- Wait until the customer has finished telling their story before you apologize (why are you apologizing if you don't know what is wrong...)
- Saying sorry is not personal, it is simply good business

STEP 4: TAKE ACTION

- Tell the customer what you will do
- If you can't solve the problem, let the customer know that you will take it directly to the person that can
- Never wait to solve the problem
- Always explain the full details of the problem if you can't solve it yourself
- Inform all departments related to the problem
- Seek the customer's agreement with the proposed solution

STEP 5: FOLLOW UP

- Follow up with all necessary departments
- If you can't solve the problem immediately, follow up with the customer to keep them informed of the progress
- After the problem has been solved, follow up with the customer to make sure the solution is working ok for them
- Inform your team at meetings of the problems you face to share ideas