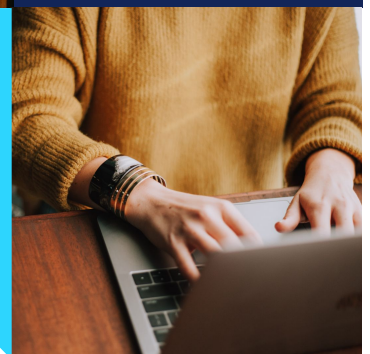
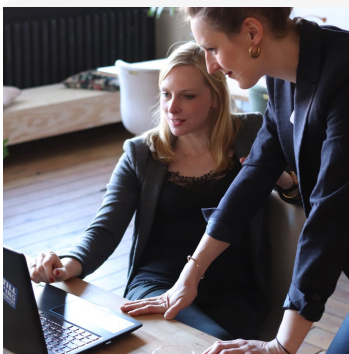
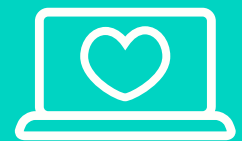


10 Golden Rules of Handling Customer Complaints

A definitive guide to managing unhappy customers



» Handling customer complaints

☆ Fact

92% of unhappy customers never return if their problem is not solved properly.

- » They can tell 20 friends about your service



All businesses small or large one day face the reality of dealing with an unhappy or angry customer. While we can't avoid this, we need to learn how to manage the situation and turn this threat to an opportunity. In this book, we will discuss **10 essential and golden rules of handling complaints and issues.**

Read:

» [How Customer Service Can Turn Angry Customers into Loyal Ones](#)

Link:

» <https://hbr.org/2018/01/how-customer-service-can-turn-angry-customers-into-loyal-ones>

»» Number 1

Predict customer complaints and try to resolve them before the customer express the issue.



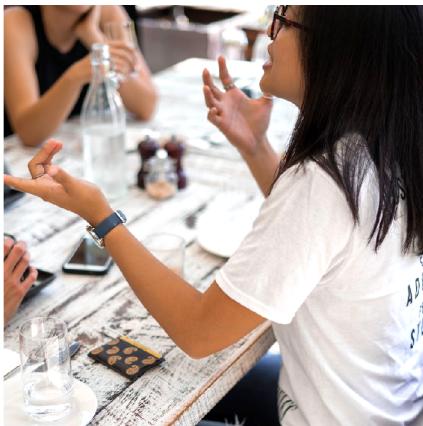
Majority of complaints are predictable & similar.



Try to resolve the issue before it happens.



It leads to a faster response and less issues



»» Number 2

Listen carefully and patiently to customers complaints without interrupting.



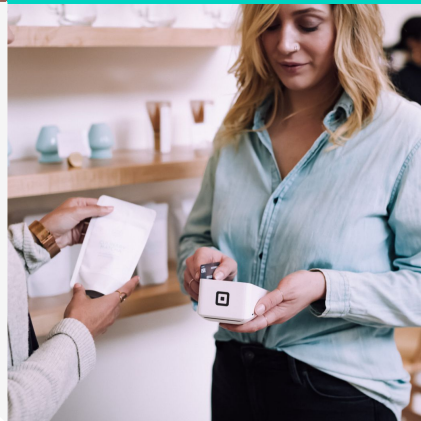
Encourage customers to talk and fully express their feeling



Customers can let off steam and strong emotions



try to de-escalate the situation



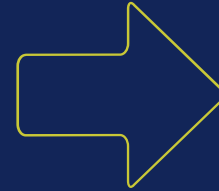
Use a low tone of voice and don't get defensive even if the insults are directed at you.

» Number 3

Never react as the complaint is not important.



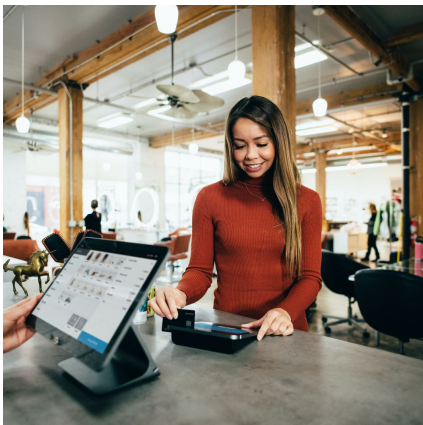
Do not try to argue with customers or take their complaint personally



This is about your business and not yourself.

Hint:

Try to find a pragmatic win-win solution.



Separate your emotions from the business

»» Number 4

Make sure making notes or record the facts about customers complaint.

If talking on the phone, let your customer know that you are taking this seriously.



Do not be judgmental

Hint:

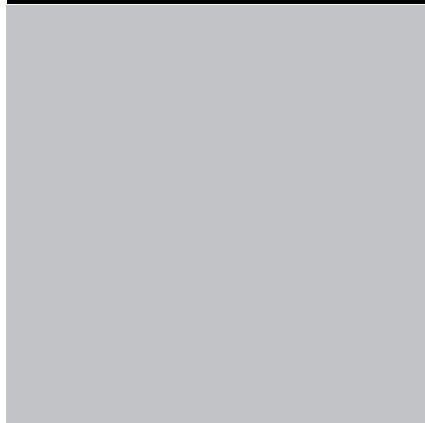
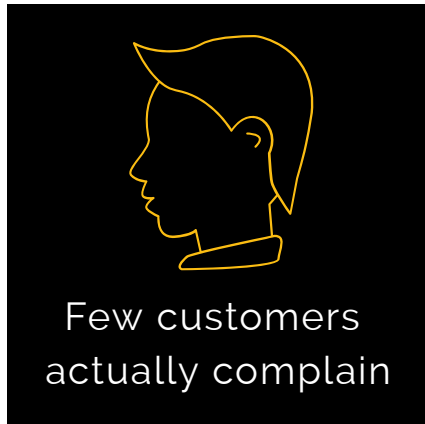
Ask nonjudgmental questions to clarify customers point of view.

Reassure customers that you hear and understand their complaint by verbally repeating what you are writing.



» Number 5

Try to see the problem from your customers point of view and show empathy.



Customers complaints are a valuable source of feedback and information that can help improve the quality of your product and service.

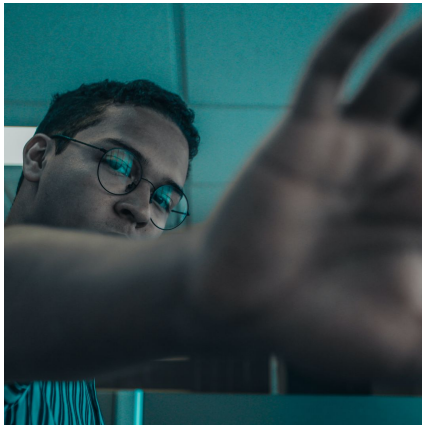


» Number 6

Do not blame other people in your business. Acknowledge there is a problem and you are going to take charge.



Try not to find
excuses for your
service problem



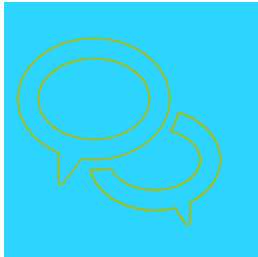
**This makes you
look very
unprofessional!**

» Number 7

★ Fact

Many customers have less expectations than you think!

Ask customers how they would like to have their complaint resolved instead of volunteering what you're going to do.



Become a great communicator



Inspire others

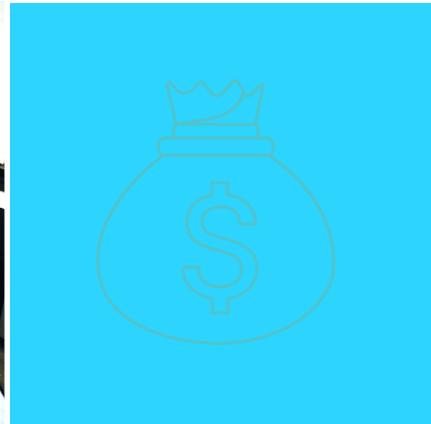


Important!

Customers may have quite different expectations about how to solve the problem and you may offer a wrong solution, or much more than they expect. By asking customers what they want, you'll meet their expectations and not overdo it in making amends.

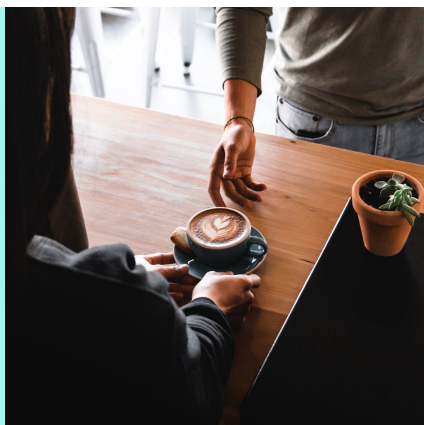
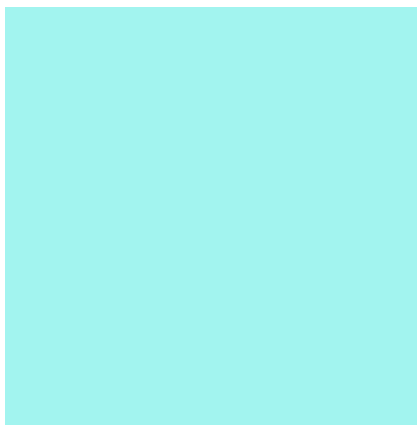
» Number 8

Resolve the problem as quickly as possible and try to be fair.



Hint:

Even if sometimes it makes the sale unprofitable. You are investing in a happy customer for future.



»» Number 9

Thank customers for bringing this up and care enough to try to help you improve your business.



#1 TIP

THIS IS A GOOD TIME TO ASK FOR
A POSITIVE REVIEW FROM THE
CUSTOMER.

SEND THEM A LINK TO YOUR
GOOGLE OR FACEBOOK PAGE.

This gives them a sense of belonging and responsibility toward your business.



» Number 10



Follow up to ensure that a customer complaint has been resolved to their satisfaction.

DO IT THIS WAY

Probably an email in a few days after the complaint is a good idea. You do not want to keep your unhappy customers hanging with an unresolved problem. It is a good time to ask them to give you positive feedback as well by providing a link to your Google my business page. It is more likely they give you positive feedback after a successful complaint resolution than before.



»» Now you know it all!

USE THESE PRINCIPALS IN YOUR BUSINESS.

These are the ten golden rules of complaint handling by any business which are applicable to small businesses as well. Do not forget that happy customers can bring recommend your business to their friends and family and happy to repeat business with you.

Like anything else this needs practice, you will be better over time using these principals! Good luck with handling your customer's complaints.

