

What do you say when a customer has a complaint?



Here are some **SIMPLE** tips that could save their custom and let them know you care.

- 1 Thank the customer** – You should be thankful that the customer is prepared to give up their time to let you know they have a problem instead of just walking away.
- 2 Apologise** – It's not an admission of guilt, just good manners.
- 3 Put yourself in their place** – This will help you both find a solution faster.
- 4 Treat any negative feedback as legitimate** – There are some professional complainers out there, but most people don't like complaining.
- 5 Get all the facts first** – This will help you to fully understand the situation and, if they are emotional, will give them time to calm down.
- 6 Gifts aren't always the answer** – They're just a quick fix, and may lead to more complaints if the problem hasn't been resolved.
- 7 Have a continuous improvement culture** – Check customer satisfaction regularly, as well as the quality of the goods being sold.
- 8 Always respond** – Make sure that everyone who offers feedback gets a rapid response.
- 9 Learn from customer feedback** – All of the above points are not really valid if you don't learn from your mistakes and fix the problem.
- 10 It's good to talk. Better to listen** – Do you really know what your customers think of you?