

Dealing with basic complaints from  
customers

**ENABLE**




30 Years of Excellence

# Welcome!

## Your facilitator for today is



A large orange speech bubble with a white question inside. The bubble has a thin green outline and a drop shadow.

When was the last  
time you experienced  
terrible customer  
service following a  
complaint ?

- Share your experience with a partner.

# Aims of the session

1. Identify common frustrations about complaints.
2. Look at examples of good customer service.
3. Identify the key skills needed for dealing with complaints.
4. Plan a strategy for dealing with complaints.

*Pete Blackshaw: Satisfied Customers  
Tell Three Friends, Angry Customers Tell  
3,000: Running a Business in Today's  
Consumer-Driven World*

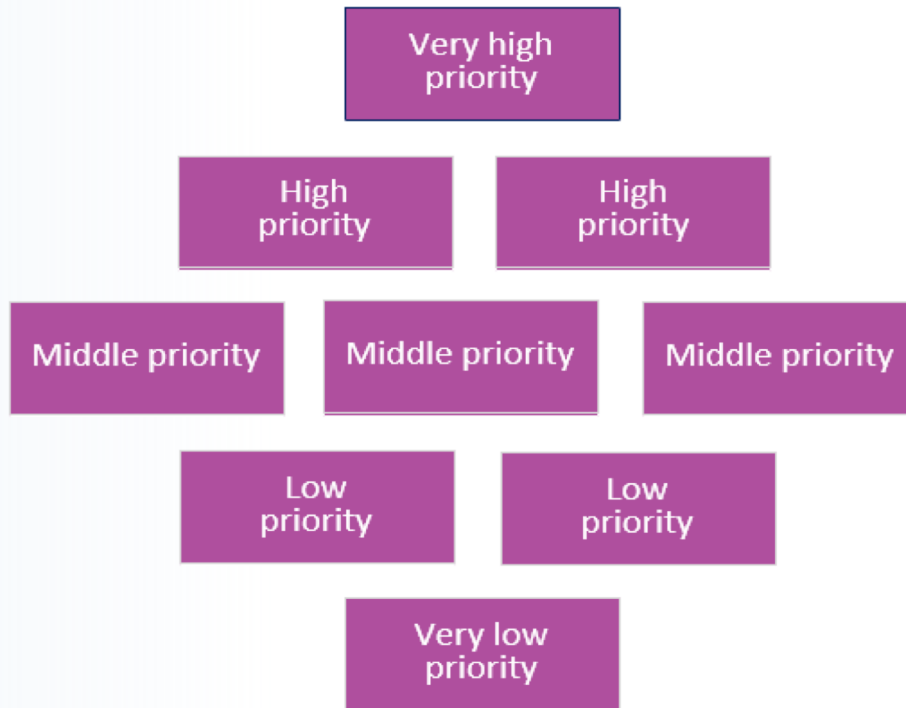
# Remember

Even if customer service isn't your main job, every person within a business may come into contact with an unhappy client or customer at some point.



# Diamond 9 – dealing with complaints

What skills/actions are most important when dealing with a customer complaint?



1) Pick out the 9 most important cards and discard the rest.

2) Arrange the 9 you have kept into the diamond 9 pattern. The most important card is on the top of the diamond.

3) Discuss your diamond with the other groups.

# Using Humour

Using humour can be a great tool in dealing with complaints but you have to be good at it (!) and confident that the customer will see the funny side as well so it's often best left to the professionals.







**Chilly P**

@IHaveABirthmark

17 Jun 14

.@RoyalMail i'd like to make a complaint my valentines cards still haven't arrived



**Royal Mail** 

@RoyalMail

 **Follow**

@IHaveABirthmark Sorry to hear that, when exactly did your mum post them & what service was used?? ;-D

10:42 AM - 18 Jun 2014



120



154

Twitter

# More businesses that use humour to deal with complaints

<https://www.awesomeinventions.com/hilarious-customer-complaints-company-responses/>

Here are some unusual customer complaints

<https://www.trainerbubble.com/ridiculous-customer-complaints-fun/>

# Different types of complaints

- Watch this [video](#) on different types of complaints

Think: Have I experienced any of these types of complaints?

# Top tips

- Read through the handout as a group.
- Is there anything you would do differently?
- Would you add in any steps?




# Have a go

- Think about the types of complaints you receive in your workplace or the types of complaints you think would be likely.
- Make some notes on your worksheet about the complaint and how you would deal with it.
- You may need some additional help or training in order to be able to deal with the complaint effectively.
- Share your worksheet in groups in three and see if anyone has any comments or thoughts that would help you deal with complaints more confidently.

# Did we achieve our aims?

1. Identify common frustrations about complaints.
2. Look at examples of good customer service.
3. Identify the key skills needed for dealing with complaints.
4. Plan a strategy for dealing with complaints.



What's one skill you  
will take away from  
this session?

Thank you!

