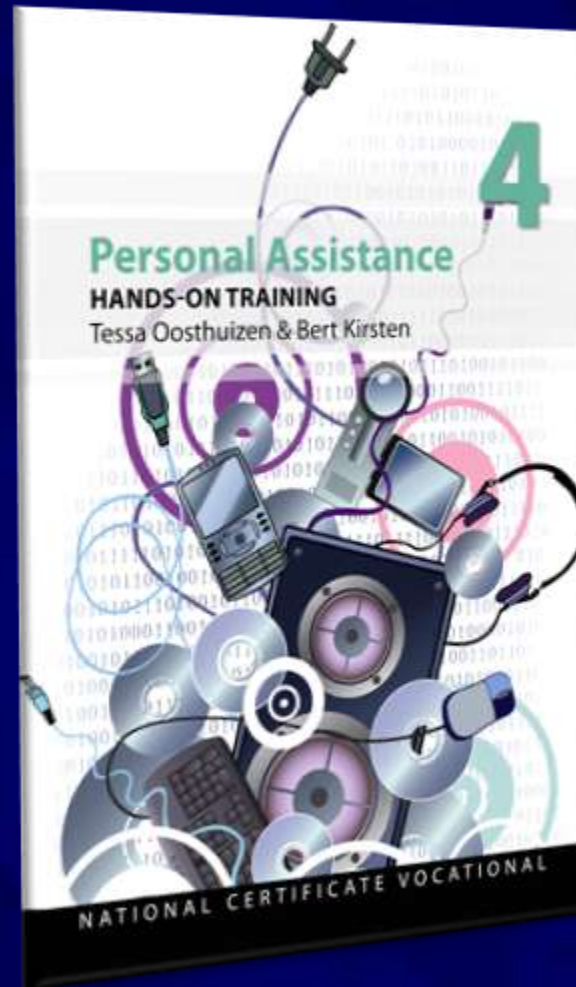


Personal Assistance 4



Module 3: Customer complaints



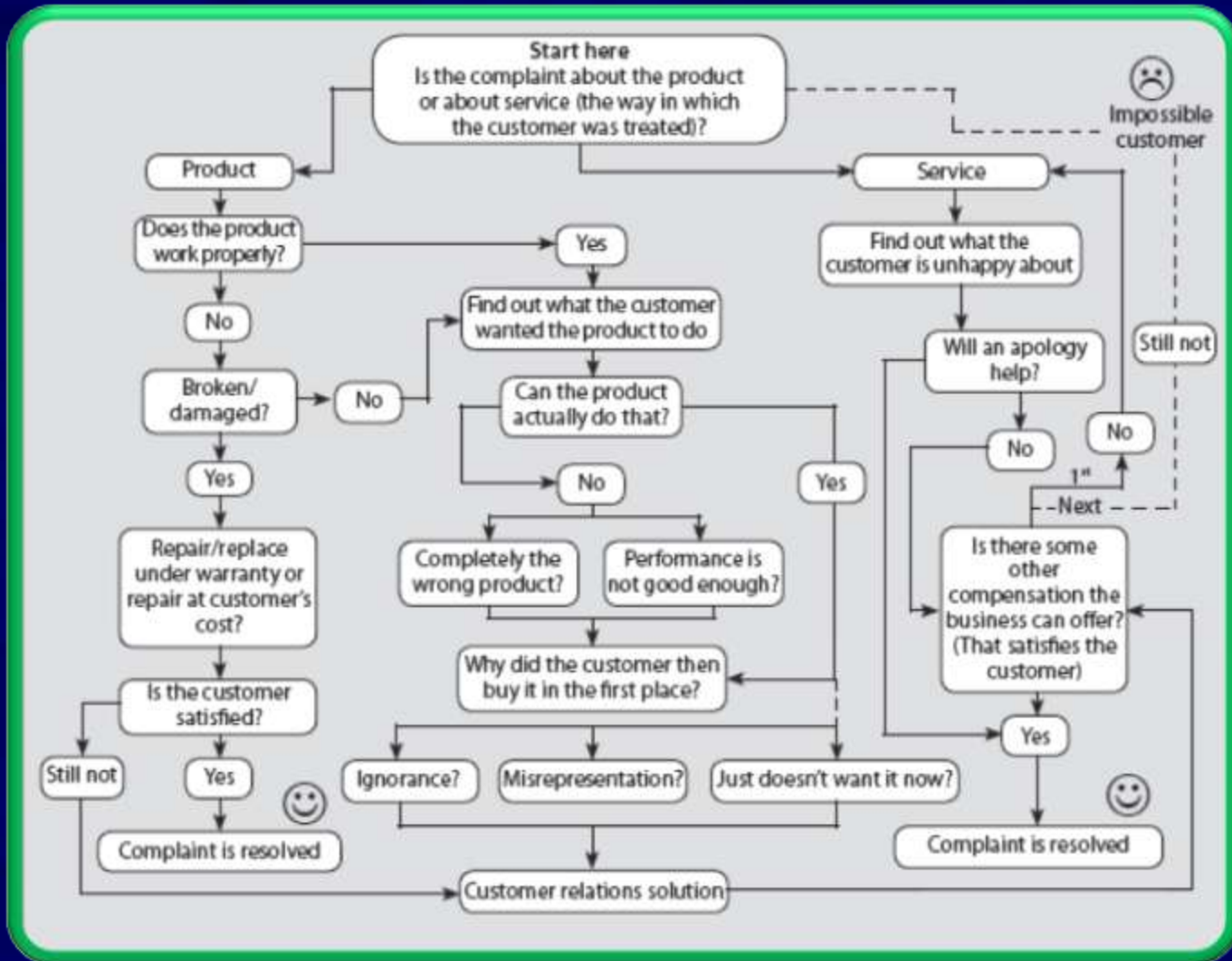
Module 3: Customer complaints

- **After completing this module, you will be able to:**
 - **Identify customer's problems**
 - **Communicate with all stakeholders**
 - **Commit to solving the customer complaint**
 - **Apply correct planning and solution to the customer's complaint**

Customer complaints

- **Worst: Customer takes business elsewhere and tells everyone**
- **Second worst: Customer takes business to another firm**
- **Second best: Problem is dealt with**
- **Best: They tell everyone how well the complaint was dealt with**

Customer complaints



Activity 1

- **Imagine you have bought an iPod™ MP3 player and you find that you need to take it back to the store for any one of the following reasons:**
 - It doesn't play at all.
 - It doesn't hold enough tunes.
 - Your mom says you have wasted your money and you must take it back and get a refund.
- **You go back to the store and the person at the counter is :**
 - a. Very polite and friendly.
 - Rude to you.
- **Whatever the treatment, you leave the store:**
 - Very satisfied.
 - With the reputation of being an impossible customer.
- **On the flow chart, trace the route your complaint followed for each of the combinations of “*reason for going back*”, “*treatment you received*” and the “*way in which you left*”.**



1.1 Identify and assess the nature of the complaint

- **Customers complain for the following reasons:**
 - **They are not happy with the product that they bought**
 - **The are unhappy with the treatment they received**
 - **They are just unhappy**

Activity 2

- **When you think about complaining, it could be about the product or the service you received. But what happens if the product is a service itself?**
- **Think of situations when the product is a service itself and you are satisfied with it but are not happy with the service received.**



1.2 Define the origin of the complaint

Product

- Doesn't work properly
- Won't switch on
- Is broken
- Won't do what the customer wanted
- Is not what the customer wanted

Service

- Staff were rude
- Phone calls weren't answered
- Customer kept waiting
- Promises were made and not kept
- Customer felt she was not listened to properly
- Complaint was ignored

Customer

- Made a mistake
- Realises that she couldn't really afford it
- Is just a plain complainer.

1.3 Take responsibility for action to solve the problem

- Tell the customer that you will take responsibility
- Do something about it



1.4 Document the problem

- **Information that needs to be documented could be:**
 - **Complainant's details**
 - **Information relating to the complaint**
 - **Actions to be taken by the person receiving the complaint**
 - **Signature of the person receiving the original complaint**

Activity 3

- **Pick any one of the twelve scenarios in Activity 1 and create a sample complaint receipt form on which you can list the information that you think could have been put into it.**



2. Communicate with all stakeholders

- **Notify relevant internal parties of the complain and its routing**
- **Notify immediate superior of the customer's complaint for further action**
- **Communicate to the customer regarding the outcome and progress of the solution**

3. Commit to solving the customer complaint

- **Demonstrate commitment to resolve the complaint**
- **Satisfy the customer with the progress of the complaint to date**

4. Apply correct planning and solution to the customer's problem

- **When you have completed this subject outcome, you will be able to:**
 - **apply the correct solution to solve the customer's problem**
 - **apply the correct solution to the customer's complaint within the agreed time frame**
 - **maintain contact with all relevant stakeholders.**

4.1 Apply the correct solution to solve the customer's problem

- **The correct solution will depend on:**
 - **The nature of the problem and its origin**
 - **What your employer allows**

4.2 Apply the correct solution to the customer's complaint



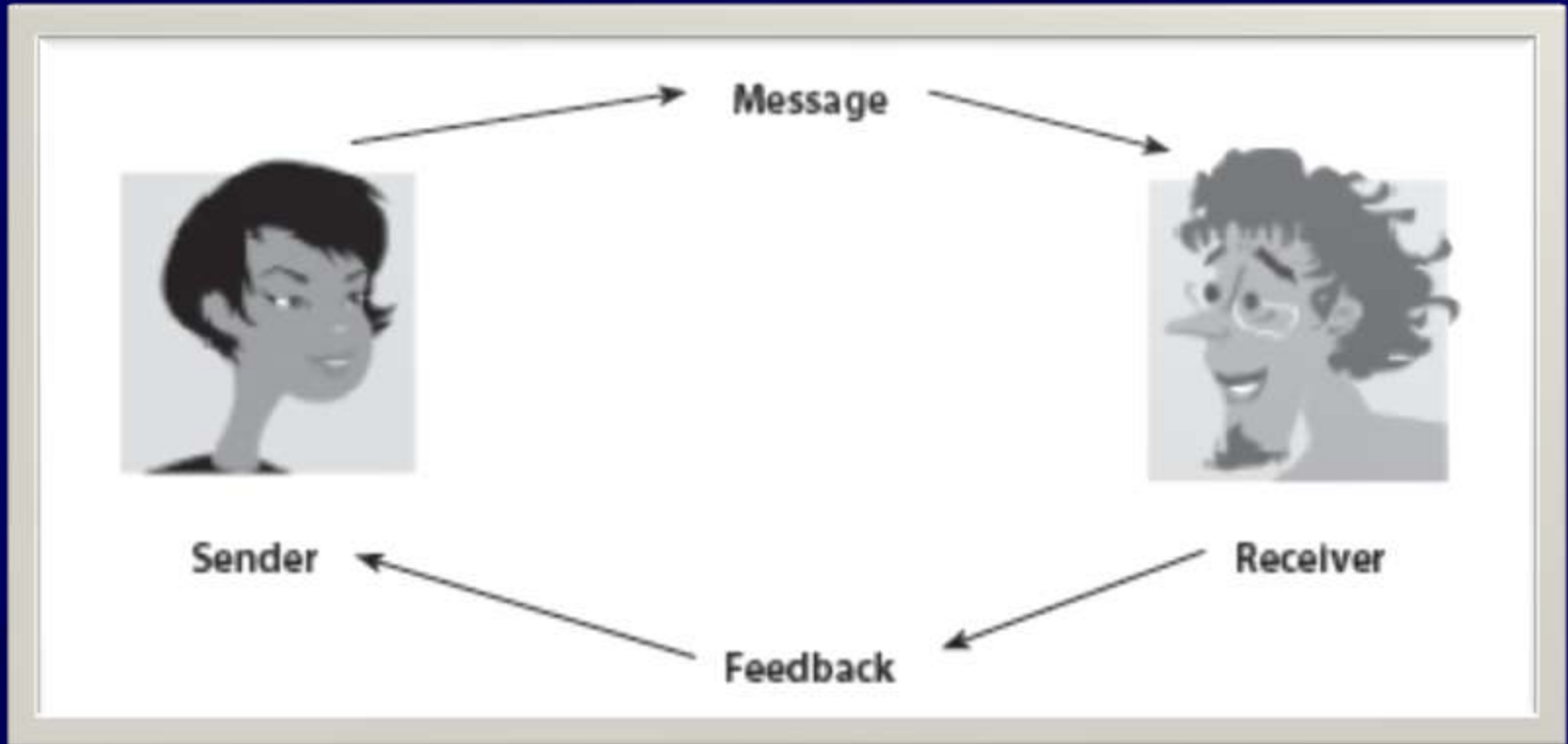
4.3 Maintain contact with relevant stakeholders

- **External stakeholders**
 - Suppliers
 - Trade unions
 - Competitors
 - Investors
 - Government
 - Special-interest groups
 - The media
 - Financial institutions
 - Customers / consumers
 - Shareholders
 - General community
 - International community
- **Internal stakeholders**

5. Are you listening ?!!!?



5.1 Communication



5.2 Communication barriers

Filtering

Emotions

Individual differences

Jargon

Reference group

Non-verbal signals

Physical environment

Fear

Time pressure

Fatigue

Not listening

5.3 Listening



Activity 4

- **Are you an effective listener? First answer the questions for (about) yourself and then ask a friend who you know will answer honestly to respond “yes” or “no”.**
- **You may be surprised at the difference We often view ourselves as great listeners when, in fact, others know that we are not.**



Question	You	Friend
1. During the past two weeks, can you recall an incident where someone might have thought you were not listening to them?		
2. When people are talking to you, do they feel relaxed at least 90 percent of the time?		
3. When people are talking to you, do you maintain eye contact with them most of the time?		
4. Do you get defensive when someone tells you things with which you disagree?		
5. When someone is talking to you, do you often ask questions to clarify what they are saying?		
6. In a conversation, do you sometimes overreact to information?		
7. Do you ever jump in and finish what someone else is saying?		
8. Do you often change your opinion after talking something over with someone?		
9. When someone is trying to communicate something to you, do you often do too much of the talking?		
10. When someone is talking to you, do you often play with a pen, pencil, your keys, or something else on your desk?		