



Handling Complaints and Problem Solving



Section C



**Unlocking
Sensational
Service**

Power of Relationships

- **Service is the connection you make with clients and customers.**
- **How we treat others affects their perceptions of our quality.**



Four Traits of Extraordinary Customer Relationships

- **Speed** — Because everything else is fast, schools must be, too.
- **Affinity** — Getting along with others is essential to building positive relationships.
- **Predictability** — Your deeds must match your words every time.
- **Apparent expertise** — An expert is someone who has answers once the customer has a question.

Selling the Invisible: A Marketing Seminar for Public Education
MinnSPRA with Harry Beckwith



A 10+ Customer Service Approach for Handling Complaints

- 1. Get into the present. Focus your attention on the customer.**
- 2. Clear your mind of any preconceived notions or assumptions about the customer or the problem.**
- 3. Open your ears and LISTEN. Don't jump to conclusions or speak for the customer.**
- 4. Ask effective questions that focus on problem solving.**



Effective Questions for Problem Solving

- **Ask background questions to:**
 - Understand wants and needs.
 - Evaluate for referral.

- **Ask probing questions to:**
 - Identify the real issue and best solution.
 - Gather information.
 - Determine who, what, when, where, why.

- **Ask confirmation questions to:**
 - Check understanding.
 - Obtain additional information.



A 10+ Customer Service Approach for Handling Complaints (continued)

- 5. Pay attention to body language — customers' and your own.**
- 6. When responding to customers, don't use jargon or language that intimidates.**
- 7. Acknowledge that you understand what customers are saying and what they are feeling.**
- 8. Be honest. Don't make excuses and don't be defensive.**
- 9. Work out a mutually beneficial plan of action.**
- 10. Thank customers for bringing complaints to you.**
- + Follow through on promises in a timely manner.**



**Unlocking
Sensational
Service**

**Our duty is not to see through one
another but to see one another
through.**

Leonard Sweet

A Cup of Coffee at the Soul Café



**Unlocking
Sensational
Service**

Getting to Service Recovery

- **Apologize.**
- **Listen actively.**
- **Fix the problem quickly and fairly.**



**Unlocking
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Service Recovery Extras

- Offer atonement.
- Keep your promises.
- Follow up.