

Sue: Excuse me, I wanted to talk to the manager. I have an important matter to attend to.

Representative: Ma'am my pleasure to help you, if you have some questions and suggestions about our service, we are willing to listen for the improvement of our customer service.

Sue: Yes, I understand that the role of a company is to enhance the customer's level of satisfaction. Last week I had my key made in your locksmith but when I tested it, it did not work. I brought it back again and let the locksmith remade it but to my surprise still it didn't work. I am a half hour late for work just to go to this company this time.

Representative: I fully understand ma'am. I'm sorry for all the problems we've caused you. It's our fault.

Sue: I hope this problem will not happen again.

Representative: Yes ma'am we will assure you of an excellent service. Thank you very much for bringing this matter to us.

Let's talk:

1. What was the customer's complaint? How did the company representative handle the situation?
2. Have you had the same experience like the client in the dialog?
3. If you were a customer service representative, how would you handle a fuming customer?
4. Culturally speaking, Is complaint can freely be expressed in your country



Four steps to remarkable customer service

- 1. Fix everything two ways-** think of two solutions: the superficial or the immediate solution to solve the customer's problem and think deeper about another solution that can prevent the problem from happening again.
- 2. Make customers into fans-** all customers want to have their problems solved. So fix it right away. When talking to a raging customer, try to have a nice and friendly voice.
- 3. Take the blame-** the phrase "It's my fault" is enough to pacify an angry customer.
- 4. Practice puppetry-** do not take all that too seriously. You will have millions of those. Try to take it lightly and you can think better than be pressured and defensive.