

# Topic 4: Handling Complaints



# Customer Complaint



~ "an expression of dissatisfaction on a **consumer's** behalf to a responsible party".

~ a report from a **consumer** providing documentation about a problem with a product or service



**1 IN 26**  
**CUSTOMERS COMPLAIN**  
**THE REST SAY NOTHING**

# How to Analyze Customer Complaints

Ask yourself these questions before you take action, including:

Has this happened before?

Have the complaints been recorded?

How often does the same complaint arise?

Is there a pattern to this complaint in how it was received?

Has the same customer reported this previously?



# Task 1



**Do you think customer complaints are good?**

- 1. Yes or no? Say why.**
- 2. Share your thoughts orally in class.**

# Task 2



Customer complaints are **opportunities** to collect information about a customer's needs, opinions, attitudes and beliefs.

1. Do you agree or disagree? Say why.
2. Share your thoughts orally in class.

A close-up photograph of a man with a beard, wearing a dark suit jacket, white shirt, and dark tie. He is holding a light-colored rectangular sign with both hands. The sign has the words "CUSTOMER COMPLAINTS" printed on it in a bold, black, sans-serif font. The background is blurred, showing what appears to be an office or public space with other people in the distance.

**CUSTOMER  
COMPLAINTS**





**Q**

**U**

**I**

**Z**

**Answer: TRUE or FALSE?**



Customer complaints are **opportunities** to collect information about a customer's needs, opinions, attitudes and beliefs.

**TRUE or FALSE?**





Upset  
customers just  
want to cause  
trouble.

**TRUE or FALSE?**

# Customer Complaints

Customer complaints are **opportunities** to collect information about a customer's needs, opinions, attitudes and beliefs.

In most cases, upset customers are looking for help and clarity, not trouble, and are simply responding to common issues such as:





- Product or service quality
- Safety concerns
- Timing
- Color and sizing
- Overpricing
- Accidental charges
- Shipping errors
- Broken promises
- Misleading advertising



A customer  
complaint  
highlights a  
problem.

**TRUE or FALSE?**



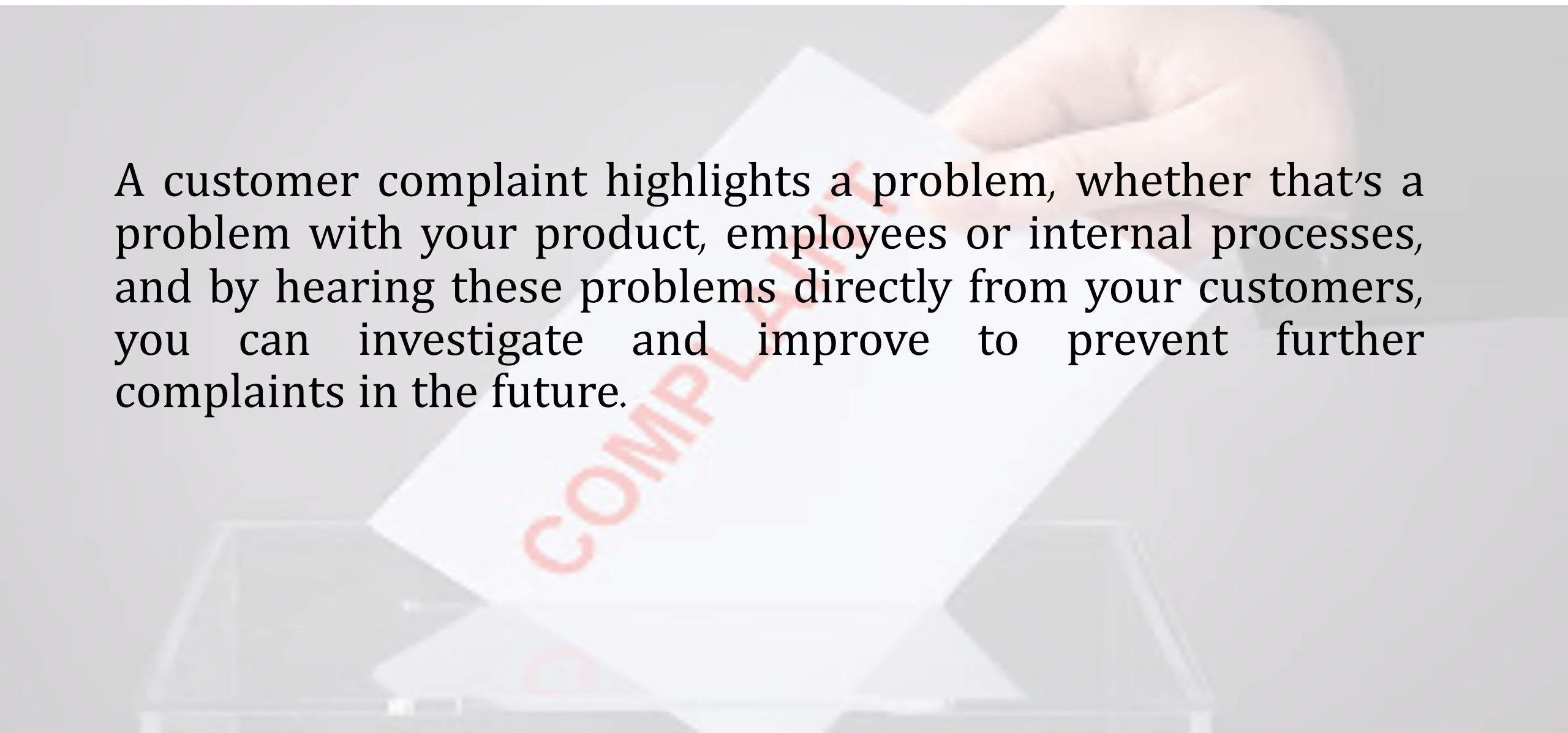


A customer complaint rarely helps to prevent further complaints in the future.

**TRUE or FALSE?**

# Why Customers Complaints are Good for Business

A customer complaint highlights a problem, whether that's a problem with your product, employees or internal processes, and by hearing these problems directly from your customers, you can investigate and improve to prevent further complaints in the future.

A hand is shown holding a white envelope. The envelope has a large, diagonal red stamp that reads 'COMPLAINTS'. The background is a blurred grey ballot box with a slot at the top.



Customer  
complaints help us  
to understand our  
customers better.

**TRUE or FALSE?**



# Importance of Customer Complaints

## 1. Helps to understand your customer better

Understanding your customers is a crucial part of every business and customer complaints are one of the best ways to get to know your customers better. Gaining insights about your customer's preferences will help you build better marketing and sales strategies and also improve your products and services. For example, if you receive a lot of complaints from your customers regarding difficulty to find products from your website, you can try incorporating filters to help customers find their desired products easily.



Customer complaints  
will make our  
communication with  
customers worse.

**TRUE or FALSE?**

# Importance of Customer Complaints

## 2. Strengthens customer communication

Effective communication plays an important role in solving customer complaints. They provide opportunities to communicate frankly with your customers. Listening to your customers and assuring that their feedback is being heard, shows that you value them and helps build [customer loyalty](#). For example, When your customers reach out to you with complaints, greet them and also ask if you could help them with anything else rather than ending your communication by resolving the particular issue.



Customer  
complaints do not  
help to identify  
areas for  
improvement.

**TRUE or FALSE?**



# Importance of Customer Complaints

## 3. Identifies vital areas of improvement

It is important to be aware of what your customers expect. Customer complaints bring to light the areas your products or service needs improvement with. It can also show which of your staff members require more training or supervision to provide a better customer experience. Customer complaints help monitor consistency in your business and also identify where most of your customer complaints are directed, so you can address them based on the team, department, location, or shift.

Customer  
complaints  
enhances  
customer  
support.

**TRUE or FALSE?**



# Importance of Customer Complaints

## 4. Enhances customer support

Aside from your products or services, even your customer support department might receive complaints about their functioning. This usually arises when the customers aren't able to reach out to customer support easily or if the response and resolution times are high. This provides you the opportunity to invest in tools and technologies that will help your support teams and also help them deliver a better support experience. Make use of survey forms and Customer Satisfaction (CSAT) and Net Promoter Score forms to understand where your support teams stand and improve your support performance.

Customer complaints can provide real-time feedback for our products and services.

**TRUE or FALSE?**





# Importance of Customer Complaints

## 5. Provides real-time feedback for your products and services

Customer complaints are a first-hand review of your products and services. When a customer provides you with opinions about their experience, it helps you identify the reason for customer churn. When their complaints are heard and worked on, it also improves your brand credibility. For example, if a customer raises a complaint about any missing feature or problem with your product, it should be routed back to the product team as roadmap priorities.



Customer  
complaints will  
not help to  
create customer  
loyalty.

**TRUE or FALSE?**

# Importance of Customer Complaints

## 6. Builds customer loyalty

How you respond to your customer complaints show how much you care about your customers. Without even being aware, customers who complain are offering you a chance to fix your mistakes and succeed. By listening and responding to your customers, you can make your customers happy and make them feel valued.

**TRAINING EMPLOYEES  
TO HANDLE**

**CUSTOMER  
COMPLAINT'S**





# Create Customer Complaint Guidelines and Policies

## Goals:

1. Turn a dissatisfied customer into a satisfied customer
2. Align your customer service team's response and actions
3. Analyze areas of your business to improve experiences

# Steps

- Any problem must be documented and reported to the appropriate person for resolution;
- Establish a 'complaint owner' (i.e., someone who is charge of resolving the complaint);
- Deliver a response within a predetermined amount of time; e.g., a complaint is received within 24 hours and a plan to resolve it is established within 72 hours;

# Steps

- Define actions and behaviors your team must follow to deliver a consistent customer resolution experience;
- Cases remain open until the root problem is identified and successfully resolved.

# How to Handle Customer Complaints







**Q**

**U**

**I**

**Z**

**Answer: TRUE or FALSE?**

When a customer complains, we should listen to the customer.

**TRUE or FALSE?**







There is no need to record the customer complaints.

**TRUE or FALSE?**

Write as many details  
about the customer  
complaints.

**TRUE or FALSE?**







We should ask the customer for solutions to solve his complaint.

**TRUE or FALSE?**

It is a good to take a long time to respond to the customer complaint.

**TRUE or FALSE?**





We must keep the promises we make to the customer.

**TRUE or FALSE?**

Don't do  
anything once  
we have  
recorded the  
customer  
complaint.

**TRUE or FALSE?**





# Complaints Handling Procedure

1 - Listen to the **complaint**.

Thank the customer for bringing the matter to your attention.

2 - Record details of the **complaint**.

3 - Get all the facts.

4 - Discuss options for fixing the problem.

5 - Act quickly.

6 - Keep your promises.

7 - Follow up.



5  
Ways

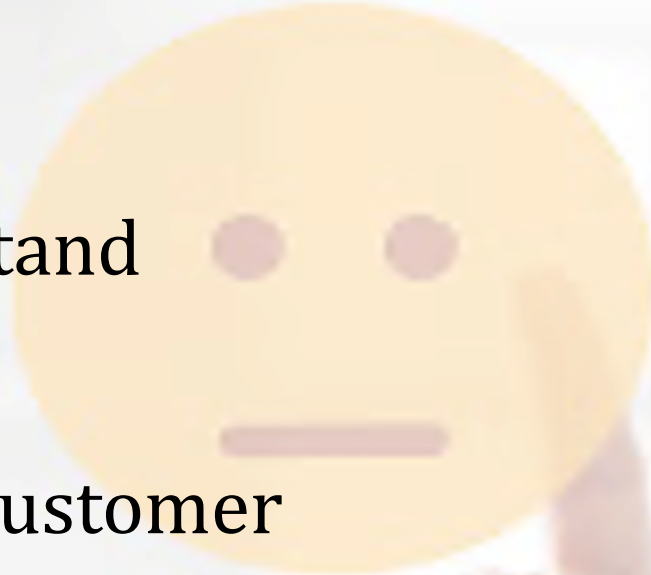
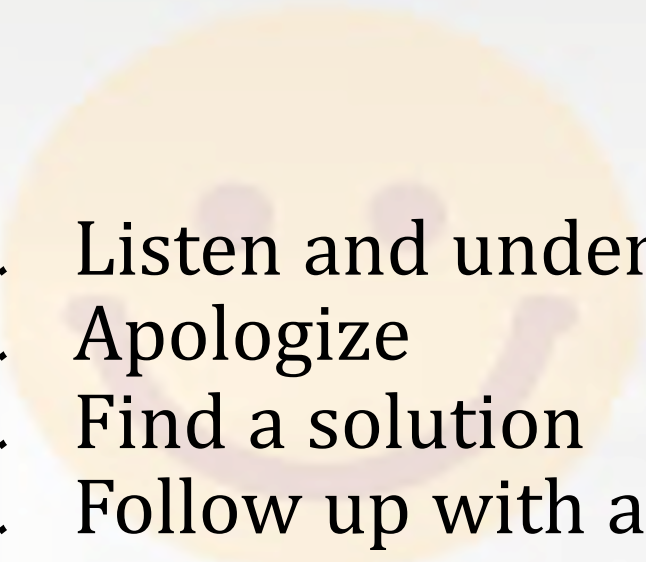


To Handle Customer Complaints



# Customer Complaints

1. Listen and understand
2. Apologize
3. Find a solution
4. Follow up with a customer
5. Exceed expectations



## Apology



## Compensation



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In the findings from the study, 45% of customers withdrew their negative evaluation of a company in light of an apology, whereas only 23% of customers withdrew their negative evaluation in return for compensation.



# Task 3



Watch the video on “Dealing with an angry customer training”. Write down the main points.

1. What was the customer’s complaint?
2. How did he react when he first entered the shop?
3. How did the employee respond to him?
4. What solution did the employee give to the customer?
5. What happened to the customer in the end?



Dealing with an angry customer training

# Customer Complaints Channels



# Customer Complaints Channels





# Task 4



List some of the public review sites where customers make a complaint.

1. Give 1 or 2 examples of the types of complaints you read in any of the public review sites.
2. Present in class.

**2.0**

■ **kantra** โรงแรมหรู  
71 หมู่บ้าน  
Koh Si Chang Sea View Deluxe - 2 Single beds  
หมู่บ้าน | 18 ตุลาคม 2020

**"เตียงสามเตียง เหมาะไม่เป็นการตามสะดวกจากโรงแรมเดิม"**

โรงแรมหรูมีห้องพักและห้องพักเดี่ยว บริการที่ค่อนข้างดีของโรงแรมแห่งนี้ดี แต่ห้องพักที่นี่ ไม้แพงกว่า 100 บาท หากไปเที่ยวที่อื่น ๆ ที่อาจจะดีกว่าโรงแรมนี้ เพราะห้องพักที่นี่ ไม้ดีไม่เหมือนกับที่โรงแรมอื่น ๆ แต่ที่พักที่นี่ดีกว่า 100 บาท

13 ต.ค. 22 ตุลาคม 2020

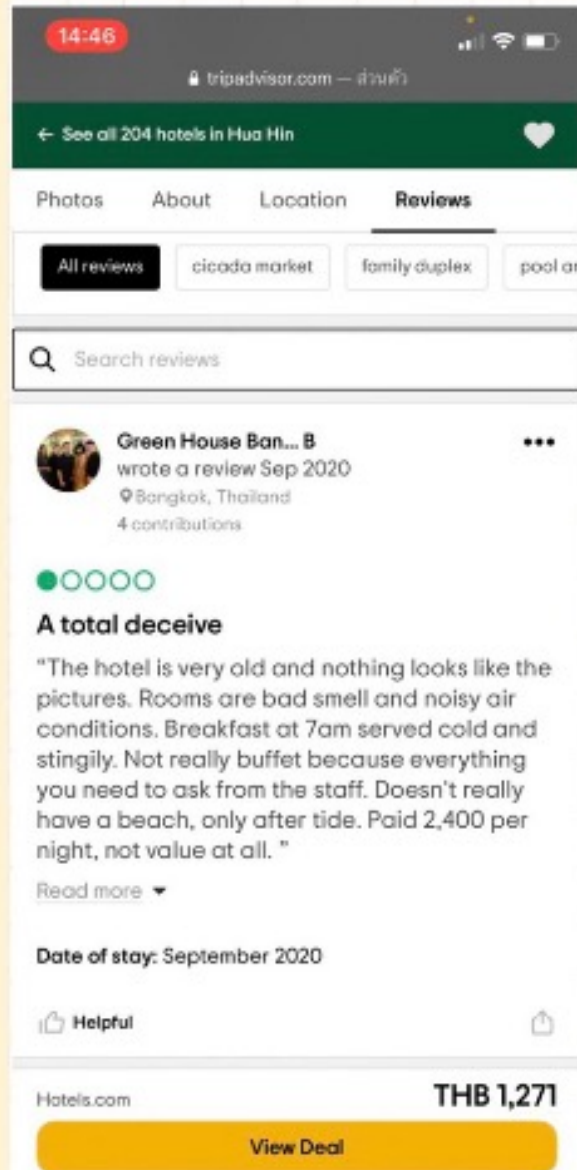
รีวิวโดยผู้ใช้บริการ 3 | 100

**8.8** ดีมาก

■ **soofree** โรงแรมหรู  
2 หมู่บ้าน  
Koh Si Chang Sea View Deluxe - 2 Single beds  
หมู่บ้าน | 13 ตุลาคม 2020

**"ห้องเช่าวิเศษ"**

เหมาะสำหรับคนที่มาท่องเที่ยวที่โรงแรมนี้



## Complaints

1. Hotel nothing looks like the picture
2. Rooms have bad smell
3. noisy air conditions
4. Breakfast cold
5. high price

# Most Common Customer Complaints





# Most Common Customer Complaints

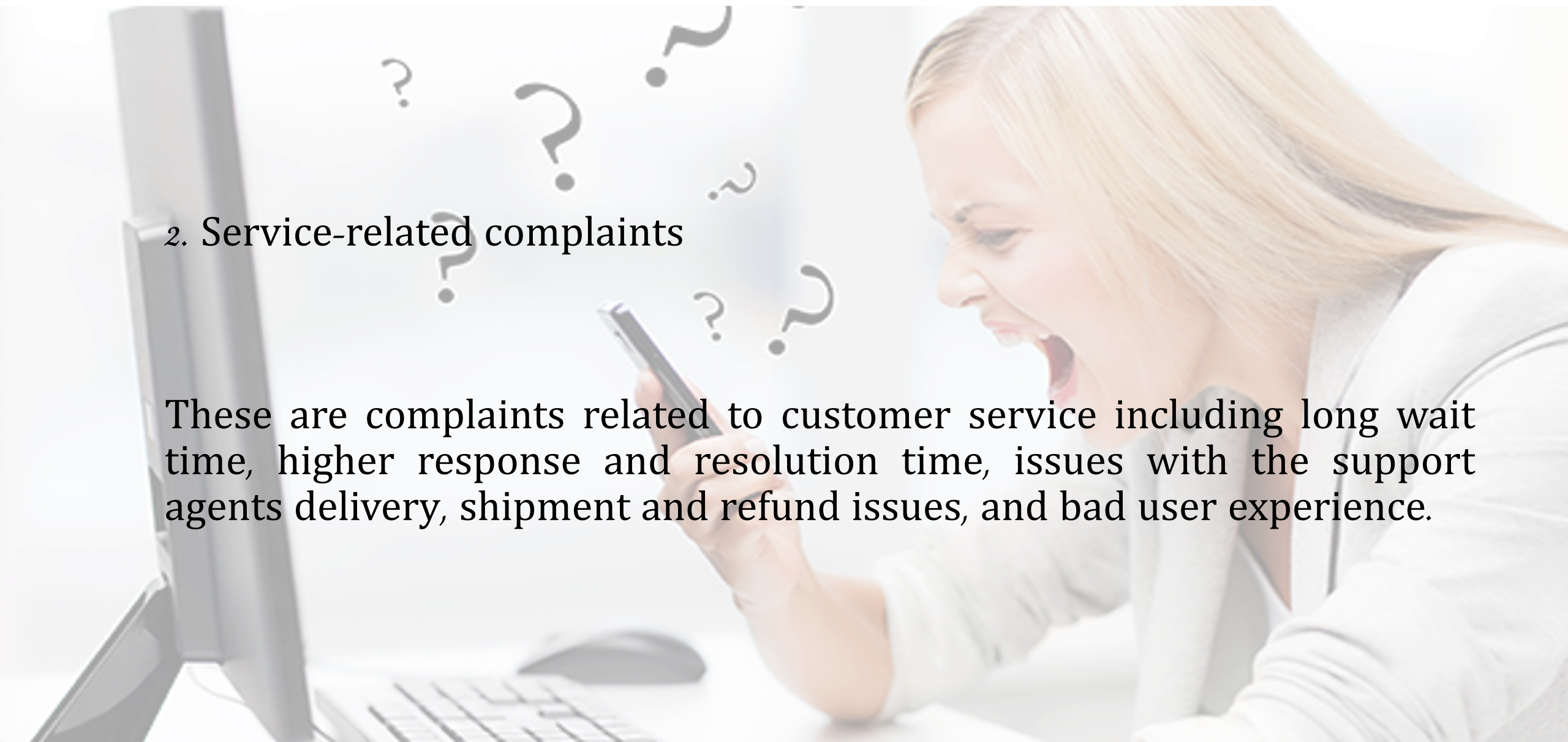
## 1. Product-related complaints

These refer to complaints associated with products including poor quality, high price and missing features. In these types of complaints, the customers should be requested to hand over the product or provide a detailed description of what went wrong with the product.

# Most Common Customer Complaints

## 2. Service-related complaints

These are complaints related to customer service including long wait time, higher response and resolution time, issues with the support agents delivery, shipment and refund issues, and bad user experience.





# Most Common Customer Complaints

## 3. Complaints raised due-to misunderstanding

These complaints arise when there is miscommunication between both parties. The customers might misinterpret any information and raise a complaint. It is important here to not lose temper and the customer should be treated with respect even though he/she is misunderstood.

# Task 4



1. Individually, in pair or groups, give 3 examples any of the most common customer complaints.
2. Present in class.



# Task 5



Watch a video about “How to handle angry customers.”

1. Write down the main points.
2. Present in class.



**How to handle angry customers**

# Task 6



Watch the video “Handling customer complaints”.

1. What was the customer’s complaint?
2. How did he react when he first entered the shop?
3. How did the employee respond to him?
4. What solution did the employee give to the customer?
5. What happened to the customer in the end?

Present in class.



**Dealing with an angry customer**



# Task 7



Watch the video “Handling customer complaints”.

1. How does an angry customer behave?
2. How to defuse a customer’s frustration?

Present in class.



**Handling customer complaints**

# Task 8



Watch the video “Dealing with the Irate customer”.

1. What should you do when you deal with an irate customer?
2. Present in class.



Dealing with the irate customer

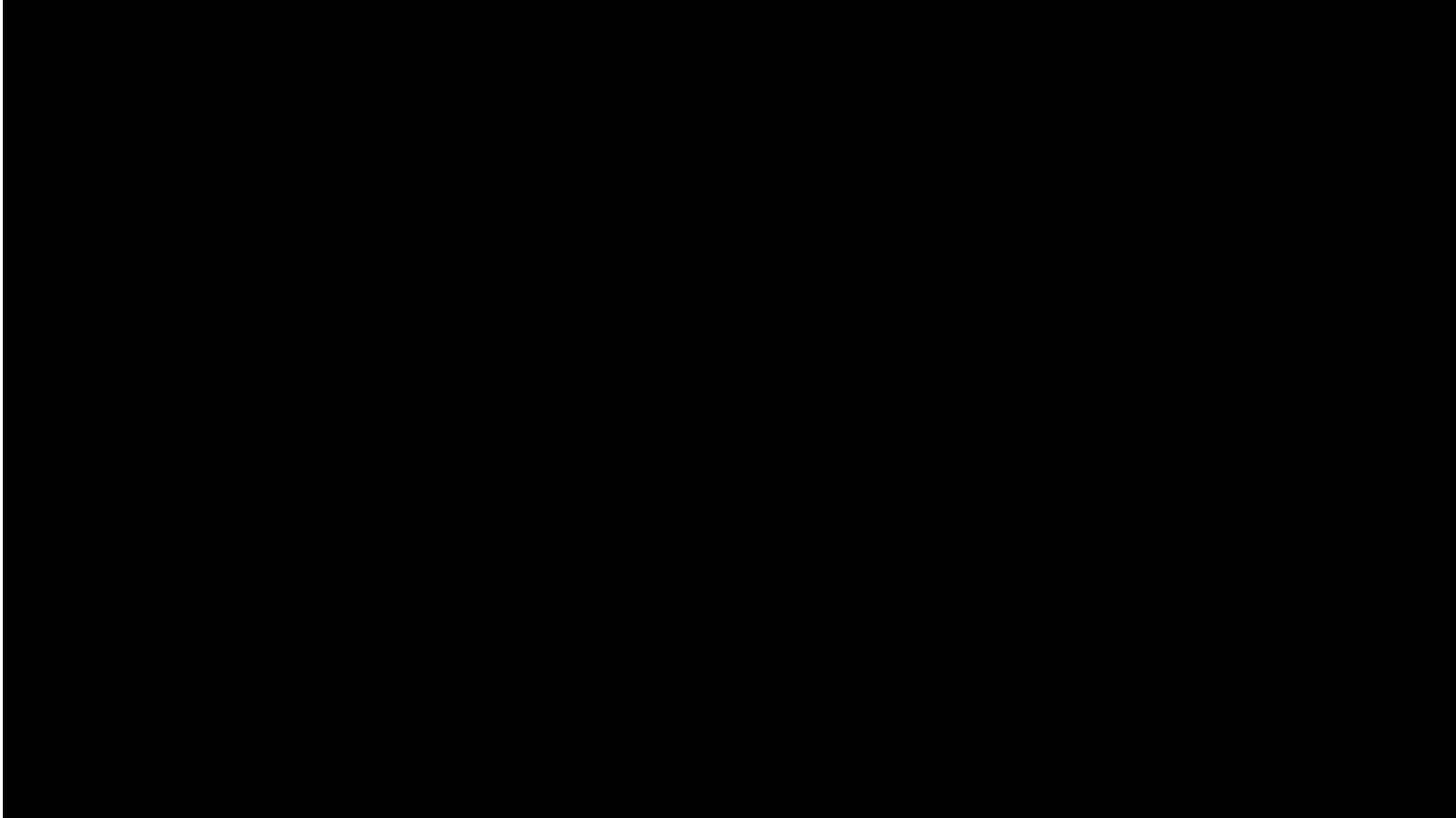


# Task 9



Watch the video “Customer Care Scenarios #2”.

1. What do you like or not like about Davis, the customer service officer in the way that she handles the complaint?



Customer Care Scenario #2

# Conclusion



1. What is a customer complaint
2. What are the common customer complaints?
3. Customer complaint channels
4. Training employees to handle customer complaints
5. Importance of customer complaints
6. Ways of handling customer complaints

# THANK YOU



Insert or Swipe to Pay

**\$8.76**

Avocado Toast	\$5.50
Coffee	\$2.50
Tax	\$0.76