

# SPEAK LIKE A BOSS LIBRARY RESPONDING TO A COMPLAINT



Every leader should know how to respond to a complaint, even when dealing with seemingly unjustified complaints. Unfortunately, it's easy to let your emotions get in the way. Getting defensive or angry only makes the situation worse.

Good leaders take the time to listen to complaints and find solutions. You may learn something that helps you improve a product or service. Resolving complaints also helps with customer retention and reputation management.

So, how do you respond to a complaint? Use the following complaint resolution process to keep your customers satisfied.

## Step 1: Review and Process the Complaint

Try to read or listen to the customer's complaint while putting yourself in their shoes. Imagine the situation from their point of view as they explain the problem.

Customers typically save complaints for legitimate reasons. If one customer is complaining, there is a good chance that others are dealing with the same issue. Process the complaint with an open mind as you may learn something from it.

## Step 2: Analyse Ways to Resolve the Issue

If you're not dealing with a customer in person, take the time to explore potential solutions before responding to their complaint. You also need to ensure that the resolution is in the best interests of your business.

You cannot always give the customer exactly what they request. Determine what actions you can reasonably take to satisfy the customer.

## Step 3: Empathise with the Customer

In some cases, finding a solution may take more than a day. However, you should still submit a response acknowledging the complaint as soon as possible. Apologise for the problem and let the customer know to expect a solution shortly.

The customer wants you to recognise their frustration. Empathising with the customer helps put them at ease. It shows that you take their complaint seriously.

Empathising includes several components. You should first thank the customer for their feedback. You should also apologise for the inconvenience of the situation.

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Reiterate the problem to show that you understand their complaint. This is another form of acknowledgment that helps build trust with the customer.

## Step 4: Present Your Recommendations

After acknowledging the complaint and reviewing potential solutions, present your recommendations to the customer.

If possible, you should provide at least two options. Providing more than one solution helps the customer retain a level of control over the situation. They have the freedom to choose the option that best addresses their specific concerns.

You should provide a clear outline of how you can resolve the issue. Explain any steps that you or the customer needs to take. Include a timeframe for resolving the issue.

Along with presenting options to the customer, you can ask the customer how they would prefer to handle the situation. Listening to their suggestions may help you find a middle ground that works for both parties.

## 10 Phrases for Responding to a Complaint

1. I'm sorry you've experienced this. And I'm glad you've let me know, because I am sure we can sort it out.
2. I agree this needs to be sorted out.
3. Yes, we do need to fix this problem.
4. That's not good. Let's see what we can do.
5. Thanks for letting me know. Now I can look into a solution.
6. Yes. We need to discuss this.
7. I agree this needs attention.
8. How do you suggest we solve this problem?
9. What would have to happen for you to feel better about this?
10. What options do we have for sorting this out?

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## Complaint response planner

Thank you for your patience. I understand how difficult/frustrating this can be. I agree that we need to solve this issue related to your experience with summarise the problem OR state the name of the product or service.

I believe that we can provide at least two potential solutions. Which solution works best for you?