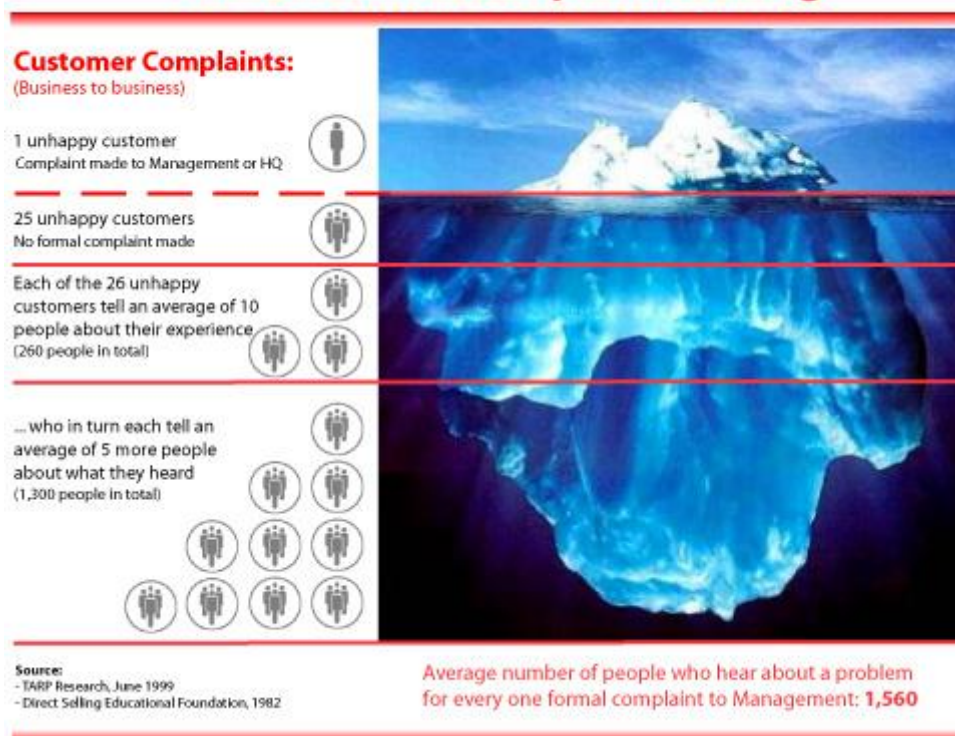


The Customer Complaint Iceberg:



Dealing with complaints

Listen to the phone dialogues from customers with a complaint. Complete the complaint Forms.

Phone dialogue n°1

Date and time of call	10.45	2012/02/25
Name of customer		
Order number		
Description of goods		
Model number		
Details of complaint		
Solution offered	replace	repair refund reduce
Customer response	accept	reject

Phone dialogue n°2

Date and time of call	10.45	2012/02/25
Name of customer		
Order number		
Description of goods		
Model number		
Details of complaint		
Solution offered	replace	repair refund reduce
Customer response	accept	reject

Procedure for dealing with a telephone complaint from a customer

- 1) Be friendly, polite and helpful
- 2) Listen carefully
- 3) Show sympathy with the customer's problem, but don't admit the company's fault
- 4) Summarise what the customer has told you, and check that you have understood correctly
- 5) Record the details and collect the evidence (e.g. receipts or damaged goods)
- 6) Offer a solution (repair the item, replace it, refund the money or reduce the price of the next purchase)

Read the procedure for dealing with a customer's complaint.

Listen again to the phone calls;

Which procedures are followed by the staff?

Which procedures are broken by the staff?



Role play between service staff and a customer

Work in pairs, A and B. Roleplay a phone call between service staff and a customer with a complaint.

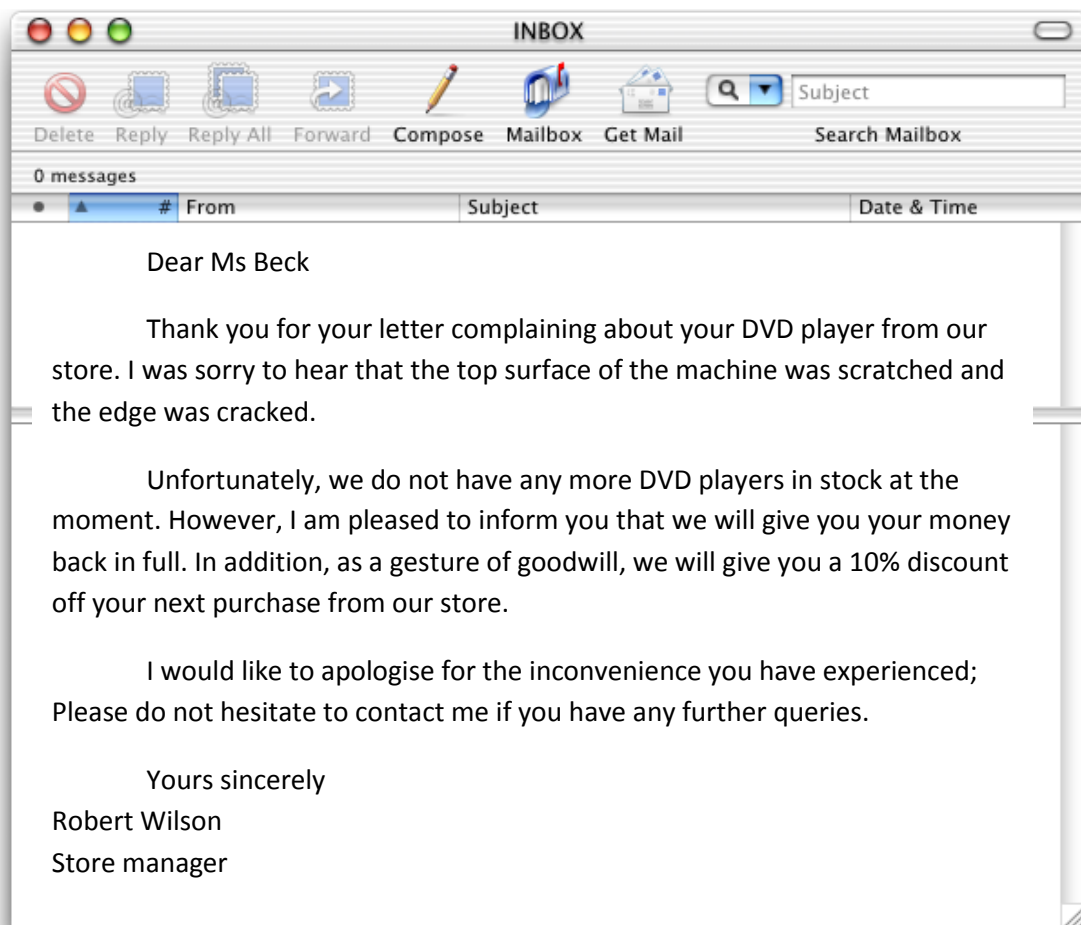
Student A. You're the customer. Make notes about device and what is wrong with it. Include a model name, number and an order number. Then call customer services.

Student B. You work in customer service. Draw up a customer complaints form like the one above. Then take the call from the customer and deal with their complaint.



A reply to a customer's letter of complaint

Read this reply to a customer's letter of complaint and answer the questions.



- 1) What did the customer complain about?
 - 2) What does the writer offer to do?
 - 3) Which words show sympathy?
 - 4) Which words introduce good news?
- Which words give an apology?
- Which words introduce bad news?

You reply to a customer letter of complaint

You are the Manager of IT Online Ltd. Reply to this letter.

