

LESSON NOTES 17

Year/Level: 13

Subjects: Office Technology

STRAND	OT 13.3 Office Administration
SUB-STRAND	OT 13.3.2 Customer Service
LEARNING OUTCOME	<ul style="list-style-type: none">• Explain customer complaints• Identify two types of customers complaints• Discuss PAIR methods while with customers

CUSTOMER COMPLAINTS

Handling customer complaints

In general, there are two types of customer complaints – justified and unjustified.

Justified customer complaints

Deal with a justified complaint by using negotiation and conflict resolution skills.

The **PAIR** approved method

- Placate by listening, empathizing and responding with concern.
- Attend to the complaint.
- Investigate the circumstances and details of the incident.
- Resolve by deciding on the action to be taken, with the approval of the customer.

The five-step method

1. **Listen** – Be open-minded. Do not take the complaint personally.
2. **Respond** - Show concern and empathy and apologies for any inconvenience. Put yourself in their position.
3. **Decide on action** – What action will influence you here? Is the complaint justified? What is company policy? You may need to seek advice from your supervisor.
4. **Take action** – Whatever action you decide to take (with the approval of the customer), make sure you act promptly.
5. **Follow up** – Always follow up the action you have taken and confirm that the customer is happy with results.

Follow –up

When you take any action for a customer (whether it is a request or a complaint), check that the course of action to achieve the solution suits the customer. Clearly explain each step. As you do this, ask questions and receive feedback to clarify that the customer understands. What is happening agrees to the solution and will be happy with the results.

If possible, it is good idea to put everything down in writing to avoid any misunderstanding at a later date. Follow up the action taken to make sure it has been carried out. This will ensure that you end up with a happy customer who will stay with your organization.

Unjustified customer complaints

Not all complaints are justified. When you think the complaint is not justified you should deal with the situation using negotiation or conflict resolution

ACTIVITY

1. Explain how to handle difficult customers.

2. Explain **PAIR** method while dealing with customers.

3. Differentiate between justified and unjustified customer complaints.

THE END 😊