Customer Complaints

Most businesses will have a complaints policy and you should, as an employee, receive training on how to deal with any kind of customer complaint.

Always make sure you follow the policy, as this will have been written in line with current legislation. Remember if you don’t treat customers according to legislation, your organisation could be pressed for compensation or taken to court.

If you’re uncertain always consult with a colleague or senior member of staff to make sure you’re doing the right thing and follow any reporting or recording procedures you have been instructed about.

Positive communication skills are essential for dealing with dissatisfied customers so make sure you remain calm, helpful and polite at all times.

Most Common Types of Complaint

Product-Specific

Customers receive products or services that do not operate correctly or are not as described on the box or advertising. This common complaint can be handled by fixing the product or replacing it with a new one. Current legislation states that customers are entitled to a refund or replacement if this is the case.

Wait Times

Long wait times are frustrating to many customers. Whether on the phone or in a store, lengthy queue times will generate customer complaints simply because time is precious for customers.

Misunderstanding

Miscommunication, by the customer or the company or both, can trigger complaints. Minimizing misunderstanding requires knowledgeable associates and accurate marketing materials.

It’s best to treat customers who are confused with respect as this will help to retain their business. Remember, it’s your job to know about the product or service and communicate it in way the customer will understand.

Delivery Error

With online shopping on the rise, delivery errors increase. Upset customers may complain to the company, but the company may use an independent shipper, complicating complaint resolution.

Personnel

Customers may feel slighted by employees who are rude or uncaring. As a customer service representative you need to remain focused, caring and polite even when dealing with angry customers.

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