

The 3 Rs to Handling Client Complaints

A Customized Presentation for



TOM BORG CONSULTING, LLC

Without the Box!

Employee Performance &
Customer Experience Experts

The 3 Rs to Handling Client Complaints

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A. Understanding the Nature of Complaints

1. A complaint is a cry for _____ or a _____ for more information!
2. A complaint is an opportunity to earn a _____ client.
3. What are some of the complaints you get in your business?

B: The 3 Rs to Handling Complaints©

Respect

Rapport

Resolve

1. The **Respect** Step
People want respect because it helps them to feel _____.
2. Every complaining client has two concerns:
 - a. his or her _____
 - b. "the" _____
3. The first thing we must do to show respect is to _____ and avoid using the word _____ or _____. Instead use the word _____.
4. Encourage the person to talk by asking _____ ended questions.
5. Some examples of these kinds of questions are:
 - *How did it happen?*
 - *Could you tell me more?*
 - *How do you mean?*
 - *Then what happened?*

6. Never _____ with the client or customer.

***“If you fight fire with fire
you only end up with ashes.”
Dear Abby***

7. Get the person’s _____ as soon as possible.

8. If possible take out a _____ and _____ and take notes.

This will serve two purposes:

- a. it will help you to get all the _____ about the complaint.
- b. it lets the customer know that you _____ about what they are saying.

9a. Use cushion statements when it is appropriate. A cushion statement is anything you say that shows the client you _____ with their concern.

b. Examples: **“Your right to be concerned” or “I can appreciate your concern.”**

10. The **Rapport** Step

A good way to begin the Rapport Step is to sincerely use this statement:

“Mr./Ms Jones, thank you for letting me know about this particular situation. I want to apologize for any trouble this might have caused you.”

11. The psychology of using this statement is:

- a. you have used _____
- b. you have _____
- c. you _____ to them for any trouble they have experienced.

12. At this point give the client time to respond. Remember to actively _____

13. After the client finishes their response (if they have one) try using this statement:

“The reason I say that is many times a situation like this goes unnoticed unless someone, like yourself, cares enough to bring it to our attention.”

14. The power of using this statement is that it:
- a. shows that you _____ what they have said.
 - b. they are a caring and _____ person.

15. Again, _____ if you sense the client wants to say something and then listen. Continue to use cushion statements when appropriate.

16. The **Resolve** Step

Many times the complaining person's expectations are not as _____ as you think.

17. One way to find out exactly what action our complaining client wants is to simply _____ a question. A question you could use is:

“Mr. Jones, I know you’ve given this situation a lot of thought, and I’m not sure I know exactly the best way to resolve it. What action would you like me to take?”

18. The power of using this statement is:
- a. acknowledges the person has _____ about the situation.
 - b. you have given the client _____.
 - c. gives the person a _____.

19. Bring the conversation to a close by taking the following steps:
- a. _____ with your client what he/she wants you to do.
 - b. _____ to him/her what you can and will do, and if necessary what they should do.
 - c. After reviewing the solution, _____ to insure satisfaction to the best of your ability.

20. Now a chance to be different. Do _____.
Some things you could do are:

21. Remember to build _____. Let the other person know that he/she is important and that you do value him/her as a human being.

The best idea you picked up today and will use is:

The 3 Rs to Handling Client Complaints

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RESPECT

1. Actively listen and avoid using the word "but"
2. Get and use their name
3. Ask open ended questions and if possible take notes
4. Use cushion statements

RAPPORT

1. Thank them for bringing it to your attention
2. Apologize for any trouble caused

RESOLVE

1. *"I know you've given this situation a lot of thought, and I'm not sure I know exactly the best way to resolve it." "What action would you like me to take?"*
2. Take appropriate action and follow-up
3. Do something a little bit extra.

Homework Assignment

1. Evaluate the system you and your team are presently using to handle client complaints.
2. How can it be improved?
3. Teach the 3 R's System to your team.

About Tom Borg



Tom Borg is an employee performance and customer experience expert who works with small and mid-size Green Industry companies to effectively and profitably improve customer acquisition and retention. He helps these businesses through his use of consulting, speaking, training and mentoring. To ask him a question or to hire Tom, please contact him at: (734) 404-5909 or email him at: tom@tomborg.com or visit his website at: www.tomborgconsulting.com

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