CUSTOMER COMPLAINTS STAFF PROCEDURES TO FOLLOW

and products to ensure you don't encounter a repeat or similar complaint.



Hear the customer out
Empathise with the customer's situation
Advise what you will do to rectify the situation: never make a promise that you can't keep!
Confirm the customer is happy with the solution
Follow through with what you have agreed
Contact the customer to ensure their satisfaction.
Make sure all the details are documented and the appropriate people are made aware of the complaint.
Analyse why the complaint occurred, don't look for blame but look at how you can improve your services