

Call Center Script – FMEG Product Complaint Handling

1. Greeting & Call Opening

“Namaste / Good [morning/afternoon], RR Kabel Consumer Care mein call karne ke liye dhanyavaad.

Main [Agent Name] bol raha/rahi hoon. Main aapki kis tarah se madad kar sakta/sakti hoon?”

2. Capturing the Problem

Agar customer seedha complaint se shuru karta hai:

→ “Mujhe aapki samasya sunkar khed hai. Main kuch basic details le leta/leti hoon taaki aapki complaint register kar saku.”

Agar issue clear nahi hai:

→ “Kya aap thoda batayenge ki product ke saath exactly kya dikkat aayi hai?”

3. Collecting Product & Purchase Details

“Kya aap apna Product ID bata sakte hain? Aapka product kya tha aur aapne ise kahaan se order kiya tha?

Aapne pehli baar kis problem ke liye call kiya tha, kya aap thoda bata sakte hain?”

Issue – There is a redundancy getting created as from product ID only we can take out the previous details about the details necessary for product.

4. Collecting Customer Details

“Mujhe aapki kuch contact details chahiye hongii.

Kya aap apna full name aur phone number bata sakte hain?”

“Kya aap apna address PIN code ke saath confirm karenge, taaki agar zarurat pade to field team visit kar sake?”

Issue – If it is a customer regarding complain of service, then there is no need to take all info again as the phone number is already registered and just putting that in can get all the info about the customer.

5. Logging the Complaint

“Dhanyavaad. Ab main aapki complaint system mein register kar raha/rahi hoon. Yeh process kuch der le sakta hai, kripya line par bane rahiye.”

Complaint log karne ke baad:

→ **“Aapki complaint safalta se register ho gayi hai. Aapka reference number hai [Complaint ID].”**

Issue – Sometimes this step goes on for 2 minutes and customer just is on hold and this significantly increases the AST.

6. Reassurance and Next Steps

“Company policy ke hisaab se, ek field representative agle 48 working hours ke andar aap se sampark karega taaki issue verify kiya ja sake.”

Agar customer fast resolution maange:

→ **“Main aapki baat samajh sakta/sakti hoon. Aapka issue currently process mein hai aur hamari team complaint ke upar kaam kar rahi hai. Jaise hi koi update aata hai, aapko inform kiya jaayega.”**

Issue – Once informing this is enough but again-again assuring customer of this becomes frustrating for customer as more than this he needs updates of how his problem is handling.

Issue – Rather than just repeating one thing you can also give them how their problem is currently being handled.

7. Privacy Concerns

“Jab technician aapko call kare, to kripya unhe koi OTP, bank ya personal detail share na karein—sirf apna address confirm karein.”

Issue – This is told to customer after his second call after the technician has not arrived since first call, which should be looked at as this information should be provided at the time of first complaint registering call.

8. Call Closure

“Kya main aapki kisi aur tarah se madad kar sakta/sakti hoon aaj?”

“RR Kabel Consumer Care mein call karne ke liye dhanyavaad. Aapka din shubh ho.”