

IDEA FOR IMPLEMENTATION

The contributions of this paper can be summarized as follows:

1. Deal with the problem quickly

When faced with a complaint, the most important thing is to act quickly and prevent the client from becoming more angry because of an inactive staff. Responsiveness and immediacy are key to reaching an agreement that both parties are happy with. Whatever you are doing, once a complaint or claim is filed, the priority is to deal with it.

2. Listen carefully

It is very important that you stop everything you are doing and listen carefully to the customer's concerns, put yourself in their shoes and think how you would feel if you were in that situation. It is key to know the details of the complaint and make the client see that customer satisfaction is as important as the rest of the services you provide at your salon.

3. Ensure customer satisfaction

Once the problem has been solved, don't forget to follow up with the client and make sure that they are content with the outcome. Making them see the business' concern with their situation can only have positive consequences, do not waste them. One call can turn a complaint into a loyal customer.