Is the Customer Always Right? Handling Complaints

Any modern business knows the importance of the long-term customer, and the implementation of a CRM is one way that companies are becoming increasingly attuned to the situation. Although there are many things to celebrate about using data from CRMs to celebrate small and big wins for your company, it also highlights and important conversation about what to do when you receive complaints.

No matter how long you have been at a company, you have probably experienced frustration at some point when it comes to customer service. You’ve signed up with a new product or service only to discover that it’s not all it’s cracked up to be or you have misunderstood something that has left you frustrated. When this happens, you want to reach out and have someone at the company fix it as quickly as possible. Understanding this from the customer perspective can make it easier to handle complaints when you’re in the position of a company supervisor or manager.

Instead of viewing this as a point of frustration when you receive a complaint, try to turn around your perspective on the issue and view it as a learning opportunity. This is a chance for an individual or a team to improve and potentially gain greater loyalty and trust from customers. Follow these steps to meet the customer’s concerns and handle the issue effectively.

Acknowledge the Issue

Even if the issue is not entirely a valid one, put yourself in the customer’s shoes and acknowledge their right to be upset. In many cases, a customer wants to know that they have been heard and that their loyalty is valuable to you. Encourage employees to stay calm and respond to the customer’s concerns, even if they seem somewhat unfounded.

Apologize at the Outset

Just like a customer wants to be heard, he or she probably would also like an apology. The tone of an apology can have a big impact on how the customer views the interaction overall, and it’s easier for him or her to forgive the situation and move on when an apology is given. Instruction employees to listen and validate the customer’s concerns and then issue an apology.

Focus on Improvement

When you hear opportunities for improvement, make sure to reference them in the conversation. Do you see potential for your company to do better based on an interaction with a customer? Provide incentives to employees who find themselves in this situation and can suggest ideas for improvement. Do not give the customer the belief that it will happen anytime soon if it will take some time to implement a change, but it’s a good idea to share that you are working on a solution.

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