

The Remedy Process Summary



1 LISTEN

I'm
really
angry!



- Drop what you're doing and listen closely.
- Don't take anything personally or get defensive.

2 APOLOGIZE

I'm
sorry and I
understand.



- Don't overlook this. No matter what.
- Don't deny problem or make excuses.

3 DECIDE ON A REMEDY

That was handled
well — I'll be back.



- Involve the customer in the decision.
- *Satisfy the customer — Fast and with no reservation.*
- If possible, give them more than they ask for — *exceed their expectations.*



4 TAKE ACTION

- If possible, give them more than they ask for.



Just wanted to
remind you of
your free pizza.

5 FOLLOW UP

- Follow up by phone - *even if problem was taken care of.*