

## Lesson 9. Handling Complaints

If somebody isn't happy with your product or service, a prompt and effective solution will save the situation.

Here is a list of tips on handling complaints and dealing with unsatisfied customers:

Strategy	Tips	Example
<b>Thank for feedback / for raising the issue</b>	It's good practice to start your email on a positive note.	<i>Thank you for reaching out to me and explaining the issue you are experiencing.</i>
<b>Empathize and show understanding</b>	Show the reader that you understand their problem and how they feel about it.  Use pronouns 'I' and 'we'.	<i>I can understand how frustrating it is when your expectations are not met.</i>
<b>Apologize</b>	It might not be the best idea to apologize for something which is beyond your control. When the reported issue is clearly on our end, it's still advisable to start an email with an apology.	<i>We are sorry for the inconvenience caused.</i>
<b>Avoid being negative</b>	Avoid using negative words and expressions such as 'don't', 'can't', 'wasn't able to'. Instead, mention the actions taken to solve the problem.	<i>I have checked the situation.</i>
<b>Focus on what your reader needs to know</b>	Think of the questions your reader would be asking if you were talking. Answer them in your email.	<i>[-What do I need to do?]  It means that to extract the end-of-year balance sheet on your end, you need to enter additional data first.</i>
<b>Avoid blaming others</b>	Avoid blaming another person. Use passive forms or vague language.	<i>Since I'm able to extract the required balance sheet on my end, the issue must appear at the User Authorization stage.</i>

<b>Sound positive</b>	Finish off your email with a positive message.	<i>Have a great day!</i>
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Find more information on the link: <http://www.writeexpress.com/compla05.html>

