

Complaints Are Actually A Good Thing! <https://www.ego4u.com/en/business-english/infos/complaints>

By Diane Hughes

Nobody likes to get complaints. They make you question your judgment, they can ruin your day, and they almost always leave you in a bad mood. But think of the possibility that complaints are actually a good thing!

Complaints are one of the best forms of research you can perform. They are also one of the best sources for new product/service ideas. How so? Most people who complain are upset. When people get upset, they are more likely to speak their minds. Most people who complain also like to tell you exactly what you've done wrong AND tell you how they would do it better. While your customers' attitudes may not be something to look forward to, their hidden suggestions are!

Let's look at this complaint:

"I can't believe you are sending these huge files through email! How ridiculous can a person be!? That clogs up the emails of those of us who are on dial-up for at least 20 minutes. I don't have time for this. You know, if you had a brain in your head, you'd know about XYZ.com. They burn CDs for about \$0.30 each and will ship them to your customers for about \$1.00 each. Anybody can afford that price. I've deleted your email. When you decide to operate like a real business and send me a CD, I'll look at it."

Yes ... it's a harsh email. But most people who complain don't have very good manners, now do they? But take away the emotion. Take away the temper. Take away the insults, and what do you have left? A VERY good resource for CDs!

This person has just given you a resource that can:

- (a) solve your problem with huge downloads
- (b) be a new product to sell (CDs instead of downloadable files)
- (c) offer you a solution that can benefit you and your customers

All for free!

How about the complaints that say, "You know, you really ought to.....?" Well? Maybe you really ought to. Have you thought about the customer's suggestion? Yes, it was probably hidden beneath a pile of profane words and threats, but look deeper. In all honesty, is this unruly customer doing you a favor?

It happens more often than you might think. More times than not, you'll get great ideas buried inside a wrapper of rudeness.

The next time you get a complaint, unwrap the package, and you just might find that the complaint is a blessing in disguise. If you remove the ugliness from the message, you could very well have some terrific ideas for improving or expanding your business!

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SAY WHAT? FIVE QUICK SCRIPTS FOR RESPONDING TO CUSTOMER COMPLAINTS

The last thing a customer with a complaint wants to hear you say is: “You’re wrong.” What they want to hear is that you understand them, appreciate them, and agree with them on the importance of the value they have cited in their complaint.

Here are a few quick scripts to use when responding to customer complaints:

Customer Complaint: Rude Service

Your customer says: “Your staff was rude and totally unprofessional.” You say: “You are right to expect courteous, respectful, and professional staff.”

Customer Complaint: Too Many Rules

Your customer says: “Your policies are rigid. Your company is so bureaucratic.” You say: “I agree that we should be as flexible and user-friendly as possible. Your suggestions can really help.”

Customer Complaint: Overpriced

Your customer says: “This product isn’t anything like what I was promised. And your price is way too high!” You say: “I am on your side in this situation. You have a right to be satisfied with whatever you purchase from us. You deserve good value for your money. Let’s review what you have purchased and see if there’s a better option for you.”

Customer Complaint: Too Slow

Your customer says: “I’ve been waiting forever. Why did it take you so long to take my order?” You say: “We understand that in today’s world speed counts. You deserve fast, friendly service.”

Customer Complaint: Bad Website

Your customer says: “Your website is terrible. I couldn’t find the information I needed.” You say: “You are right to want an informative, user-friendly website. What information couldn’t you find? Your suggestions on how to improve the site are a big help.”

Notice how your responses make the customer feel right. We don’t argue over the facts: rude staff, stiff policies, or insufficient product features. But we definitely agree on the importance of what they value most.

Let’s face it — the customer is not always right. But customers are always important, and we can make them feel much better by agreeing with them on the importance of the service dimensions they identify and value.

https://ronkaufman.com/media_post/five-quick-scripts-for-responding-to-customer-complaints/

VOCABULARY

COMPLAINTS ARE ACTUALLY A GOOD THING

complain = παραπονιέμαι, διαμαρτύρομαι
complaint = παράπονο, διαμαρτυρία
question my judgement = αμφισβητώ την κρίση μου
research = έρευνα
source = πηγή
product = προϊόν
upset = συγχυσμένος, ταραγμένος
get upset = συγχύζομαι
speak my mind = λέω ακριβώς τι πιστεύω
likely = πιθανόν
attitude = στάση
customers = πελάτες
look forward to = ανυπομονώ
hidden = κρυφός
suggestion = πρόταση
clog up = μπλοκάρω
be on the dial - up = καλώ στο τηλέφωνο
burn a CD = κάνω εγγραφή σε CD
ship = αποστέλλω
shipment = αποστολή
harsh = σκληρός, δριμύς, βαρύς
emotion = συναίσθημα
temper = θυμός
insults = προσβολές
resource = πηγή, πόρος
profane = α) χυδαίος, αισχρός, βλάσφημος
β) εγκόσμιος (μη θρησκευτικός), κοσμικός
unruly = απείθαρχος
do smn a favour = κάνω χάρη σε κάποιον

FIVE QUICK SCRIPTS FOR RESPONDING TO CUSTOMER COMPLAINTS

scripts = σενάρια, διάλογοι
cited = που έχει αναφερθεί, ειπωθεί
respond to = απαντώ σε ... / ανταποκρίνομαι
courteous = ευγενικός, ευγενής
respectful = που δείχνει σεβασμό
policy = πολιτική, τακτική, κανόνας
rigid = άκαμπτος, δύσκαμπτος, αυστηρός,
bureaucratic = γραφειοκρατικός
flexible = ευέλικτος, εύκαμπτος
overpriced = υπερτιμημένος
purchase = αγοράζω - αγορά (ενός προϊόντος)
good value for money = που αξίζει τα λεφτά του
review = επανεξετάζω
option = επιλογή
user-friendly = φιλικό στο χρήστη
stiff policy = σκληρή, άκαμπτη πολιτική
insufficient = ανεπαρκής
features = χαρακτηριστικά
definitely = αναμφίβολα, σαφώς, οπωσδήποτε
I value most = εκτιμώ περισσότερο
dimensions = διαστάσεις
identify = αναγνωρίζω