



# What Unhappy Customers Want

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# eSolutio

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# WHAT IS A COMPLAINT?

- an expression of dissatisfaction by a customer whether justified or not

## WHY DO GUESTS COMPLAIN?

- Bad service
- Unsatisfactory service
- Delayed service
- Issues not being handled seriously
- Rude and disinterested staffs
- Not getting the services promised
- AND MORE

## IMPACTS OF GUEST COMPLAINTS

- Loosing the customer
- Loosing the opportunity to serve the customer better
- Bad name for the organization
- One unhappy customer stops 35 people approximately from his friends and acquaintance from using the service

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The most effective method of handling complaints is kill the reason of complaint and don't let the complaint arise in the first place.

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Method of handling  
reason of complaint  
complaint arise in the  
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## EIGHT STEPS TO COMPLAINT RESOLUTION

- Provide customers with opportunity to complain.
- Give customers your full and undivided attention.
- Listen completely.
- Ask the question: "What else?" (nicely)
- Agree that a problem exists; never disagree or argue.
- APOLOGIZE.
- Resolve the complaint. Ask again what else is wrong.
- Thank the customer for bringing the complaint into attention.

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## FOR SPECIAL CASES

- Do something extra that you can as a gesture of apology to make the customer feel special.
- If you can't give to the customer what s/he is asking for, rather than refusing right away, give another option.

Guest complaint is an opportunity to go  
that extra mile to resolve it and do  
something special for the customer so  
that he knows he is valued and goes  
back to your establishment.



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