Driving Customer Loyalty Through Complaint Resolution

Presented by:
John R. Rodgers
Dale Carnegie Training
412-471-3500
www.dalecarnegiesystems.com
Customer Continuum

Hostile | Resistant | Discontent | Ambivalent | Favorable | Supportive | Enthusiastic
Response Scale

Desirable Range

Fearful  Passive  Confident  Assertive  Aggressive  Ferocious
Complaint Resolution Process

1. Greet
2. Listen
3. Questions
4. Empathize
5. Address the issue
6. Test questions
7. Offer additional help
8. Follow through